

LIFE



"ALLEGRO"
BROADWAY OPENING

OCTOBER 13, 1947

15

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"LET'S MAKE IT FOR KEEPS"

Readin'? 'Ritin'? 'Rithmetic? ... No!

It's ROMANCE that matters . . . for keeps!

That's the "R" that sends a boy and girl
to the jeweler (pulses spinning)
to choose . . . together . . . lifetime Community!

Community—heart of a home's hospitality!
Community—gleaming, deep-carved beauty to
bless a bride's table through the years!

Community protects you with
extra solid silver "where there's wear."

And now your jeweler *has* Community
in dinner services priced for young-love budgets!

(No Federal Tax)

Community

THE FINEST SILVERPLATE



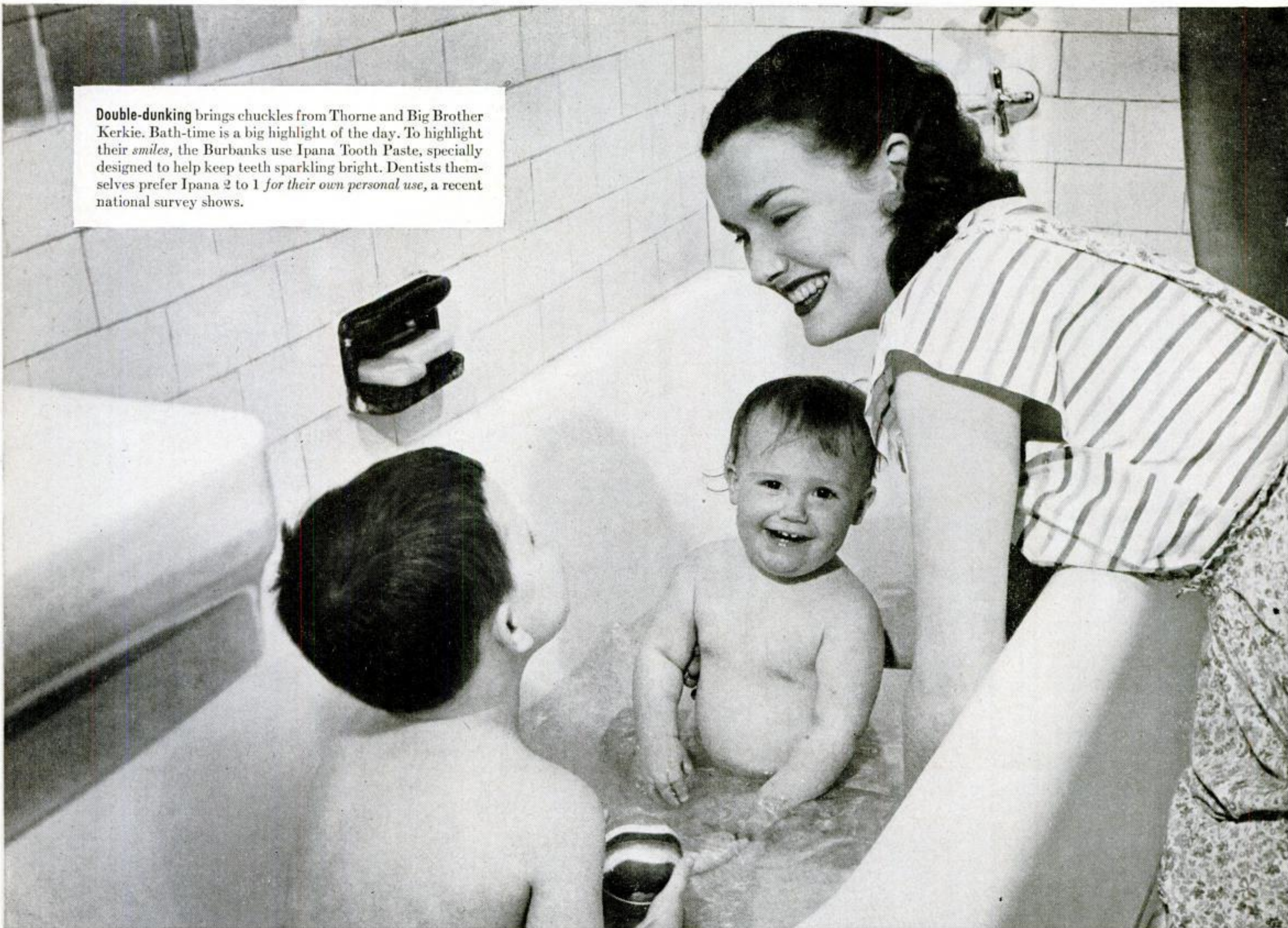
*MORNING STAR

*LADY HAMILTON

*CORONATION

If it's Community... it's correct*

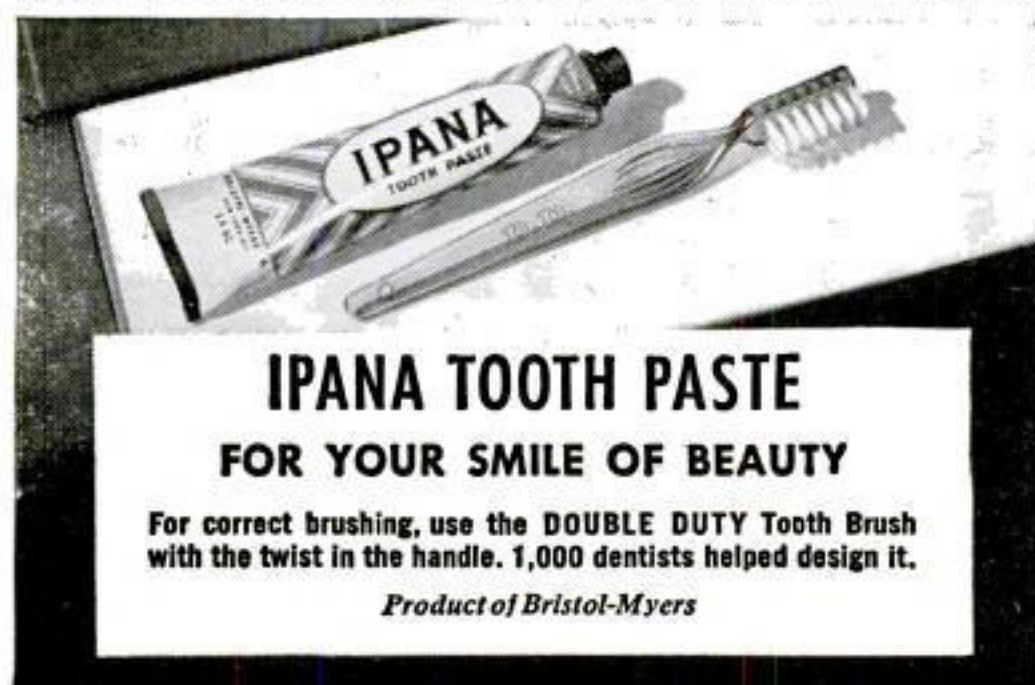
Double-dunking brings chuckles from Thorne and Big Brother Kerkie. Bath-time is a big highlight of the day. To highlight their smiles, the Burbanks use Ipana Tooth Paste, specially designed to help keep teeth sparkling bright. Dentists themselves prefer Ipana 2 to 1 for their own personal use, a recent national survey shows.



This star Model stars as a Mother, too!



Not too sure of her footing, baby Thorne can be sure she's headed in the right direction for a sparkling smile. Because "model" mother Betty knows that a radiant smile depends on sparkling teeth. And firm, healthy gums are important to sparkling teeth.



Betty Burbank, of the sparkling smile, passes her "model" dental routine on to Thorne and Kerkie.

LOVELY NEW YORKER Betty Burbank never really planned to be a model. It just happened. She was studying at a school of fashion design when a visiting photographer noticed the vivid brunette with the wonderful smile. So Betty wound up modeling fashions, instead. It was a lucky switch. Publicity and model-

ing not only won her national fame as a cover girl, but helped her to win her husband, public relations counselor Kershaw Burbank, too!

In her ten years as a top-flight model, Betty has learned the importance of a sparkling smile. And she intends to make sure that the smiles of 4-year-old Kerkie and 1-year-old Thorne are bright copies of her own dazzling smile. So she's teaching them to follow her own prized dental routine: Regular brushing with Ipana Tooth Paste, then gentle gum massage.



Follow your dentist's advice about gum massage. Correct massage is so important to the health of your gums and the beauty of your smile that 9 out of 10 dentists recommend it regularly or in special cases, according to a recent national survey! Help your dentist guard your smile of beauty.



The importance of gum massage is taught in thousands of classrooms today. If your gums flash a warning tinge of "pink" on your tooth brush, see your dentist right away. Let him decide whether yours is a case for "the helpful stimulation of Ipana and gentle massage."

MASTERWORKS IN THE NEWS



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A Saucy Chateau Cheese Sauce you'll use a dozen ways!



EASY TO MAKE CHEESE 'N' TOMATO SAUCE with Borden's Chateau!

1 can condensed tomato soup (10½ or 11 oz.)
½-lb. package Borden's Chateau*

Melt Borden's Chateau in top of double boiler. Add tomato soup. Blend well and heat through.

That's all you do to get a smooth, wonderful sauce, rich with the real cheese goodness of Chateau and the flavor of tomatoes. Delicious "as is" on toast. Specially good with eggs or sea food.

Wonderful one-dish meal idea: Make one recipe of sauce; add 3 sliced hard-cooked eggs; serve over fluffy, well-seasoned boiled rice; and garnish with crisp broiled bacon.

Borden's Chateau makes cheese dishes taste extra good. Its zippy flavor comes from a careful blending of fine aged and mellow-mild American Cheddar cheese. Chateau spreads—slices—melts. The perfect cheese food for sandwiches, snacks, Welsh rabbits, soufflés, omelets. Available in ½-lb. package (plain or pimento) or 2-lb. loaf.

*T. M. Reg. U. S. Pat. Off.

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IF IT'S BORDEN'S — IT'S GOT TO BE GOOD!



Tempting array for a snack tray!

No need to mix a lot of fancy spreads or sandwich fillings! Borden's has your work all done! Borden's cream-base Cocktail Spreads (Pimento—Relish—Olive-Pimento—Pineapple) are all wonderful combinations. All are made with a base of creamy cream cheese—soft and rich and easy to spread. Keep several kinds of Borden's Cocktail Spreads on hand for party snacks and sandwiches. They make grand lunch-box sandwiches, too!



Memorable wind-up to a meal or an evening!

Here is a cheese that was born to cap climaxes. The one and only Liederkranz*! This robust, creamy-centered cheese has a deep, full-bodied flavor that warms every little cockle of your heart. Serve it with crisp crackers or thin-sliced pumpernickel as the grand finale to a fine dinner or a friendly evening. (P.S. Serve Liederkranz cheese at its best—when the center is soft and creamy-yellow.)

*T. M. Reg. U. S. Pat. Off. © The Borden Company



Maria, trapped by the Lieutenant for her aid to the hunted fugitive.

THE FUGITIVE

HUNTED LIKE AN ANIMAL BECAUSE HE DARED BELIEVE IN GOD!

Here is a story that transcends the boundaries of any country; of time; of space. It could happen anywhere, and has happened everywhere. Since the beginning of recorded time, nations have risen or fallen because of man's struggle to worship God in his own way. This is such a story; a milestone in man's tireless march toward grace.

Because JOHN FORD is a realist as well as an artist, perhaps no other director could have brought "THE FUGITIVE" to the screen with such believable dramatic emotion. Three-time winner of the Academy Award, JOHN FORD will be remembered for these pictures of comparable greatness: "The Informer," "The Hurricane," "Stagecoach," "Grapes of Wrath," "The Long Voyage Home," "How Green Was My Valley," "They Were Expendable."

"THE FUGITIVE" stars Henry Fonda, Dolores del Rio and Pedro Armendariz with J. Carrol Naish, Leo Carrillo, Robert Armstrong, John Qualen and Ward Bond. Dudley Nichols wrote the screenplay. The musical score and musical direction were in the hands of Richard Hageman.

"THE FUGITIVE" was made entirely in Mexico at the kind invitation of the Mexican Government and of the Mexican motion picture industry. Director Ford was assisted by the brilliant work of Associate Producer, Emilio Fernandez, and Cinematographer, Gabriel Figueroa, twice winner of the Cannes International Award for "Best Photography." JOHN FORD and MERIAN C. COOPER present their first Argosy Pictures Production through RKO Radio Pictures.



All horses aren't Arabians!



*All adhesive bandages
aren't **BAND-AID****

BAND-AID IS MADE ONLY BY *Johnson & Johnson*



It's Johnson & Johnson quality that has earned for BAND-AID Adhesive Bandages the confidence of millions.

More families use BAND-AID Adhesive Bandages—more doctors recommend them than any other brand.

Every bandage comes to you sterile, sealed in an individual envelope. Keeps out dirt; helps prevent infection, avoid irritation. Cost? Less than a penny each!

Keep one box at home—one at work.

*BAND-AID is the registered trade-mark of Johnson & Johnson for its adhesive bandage.

LIFE'S REPORTS



BEFORE THE WAR, when this picture was made, bustling concessions clustered at the wheel's base.

THE GIANT WHEEL

Vienna's famous Ferris wheel has survived war, fire and enemy bombs
by NOEL F. BUSCH

VIENNA

When Vienna's Riesenrad, or Giant Wheel, made its first round trip on July 3, 1897, it was instantly recognized as one of the wonders of the world. Made out of 500 tons of iron and steel at a cost of 750,000 kronen, it was only about one fourth as high as the Eiffel Tower, which had just been built in Paris, but it was obviously more interesting. Passengers, who could be accommodated two dozen at a time in each of its 30 cars, were able to look out over the whole of Vienna when they reached the top of its huge perimeter; they were also encouraged to enjoy this panorama the more intensely because of the motion of the wheel and the swinging of the car, which made the whole experience exciting as well as beautiful.

Commercially and other-

BAKES ROASTS BROILS TOASTS



DOES A BIG JOB IN A SMALL SPACE!

You can cook a complete dinner for six on the wonderful Gill Electric Stove...yet it takes up little space. Precision made from the finest materials, it is a handsome addition to any room. Plugs into any 110-volt outlet. Priced surprisingly low. Ask your dealer or write for free folder.

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Gill
ELECTRIC STOVE

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SHOES FOR CHILDREN

Guaranteed by Good Housekeeping

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In Edwards shoes, your child is assured a comfortable fit... safe, firm support for growing feet. They're made for hard, long wear, too. In leading stores, coast to coast.

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CONTINUED ON PAGE 8



Looked for! Longed for!

*At last... Here is the wonderful
new idea in Lipsticks!*



Du Barry "Treasure Stick"

It smooths on your lips with satin radiance. And then it's there to stay...constant, non-drying lip beauty you won't easily eat off, drink off, smear off on glass or silver. Not one, but two of the finest emollients obtainable are blended in to give doubly soft protection. Yet the texture is so firm you can get a line as clear-cut as with a brush. Heart-throb colors that sing with the Fall fashions...American Beauty, Scarlet Rose, Pink Promise. In a golden treasure of a case, \$1.50. Other DuBarry Lipsticks, \$1.00. (All prices plus tax.)

Du Barry Beauty Preparations by *Richard Hudnut* New York • Paris

Don't miss Jean Sablon...every Sunday afternoon over CBS. Diamond ring by John Rubel.

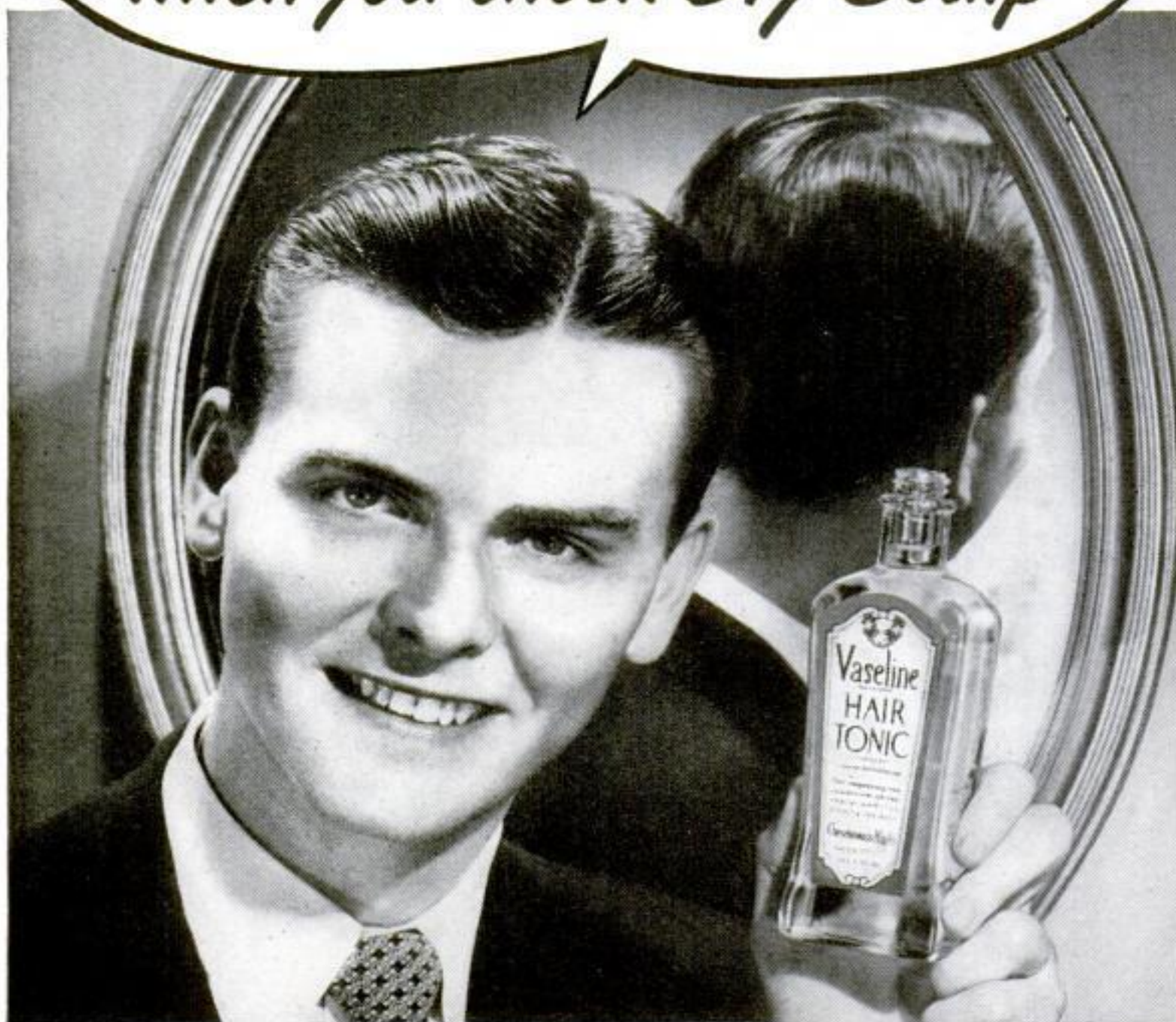


oh-oh, Dry Scalp!



"... WORLD EVENTS absorb him so much, yet he overlooks important *little* things. His hair's a sight! It's dull, unkempt and he's got loose dandruff, too . . . I'd better tell him right now about 'Vaseline' Hair Tonic—it'll do him a world of good!"

*Hair looks better...
scalp feels better...
when you check Dry Scalp*



SEE HOW MUCH better his hair looks now! 'Vaseline' Hair Tonic—just a few drops a day—does the trick. Why don't *you* try it? Keeps the hair well-groomed, *natural*-looking. Loose dandruff is checked. Remember, 'Vaseline' Hair Tonic contains no alcohol or other drying ingredients . . . is beneficial with massage before every shampoo. It gives double care . . . to both scalp and hair . . . and it's more economical than other hair tonics, too.

Vaseline HAIR TONIC

REG. U. S. PAT. OFF.

Used by more men today than any other hair tonic

LIFE'S REPORTS CONTINUED

wise the Giant Wheel was a marvelous success. A quarter of a million tickets were sold in the first two seasons alone, each entitling its holder to one complete circuit which was made with majestic deliberation and took almost half an hour. The Giant Wheel of Vienna progressed only a few feet at a time, stopping at frequent and regular intervals to unload passengers and take on new ones from the three separate platforms at the bottom.

In the amusement section of Vienna's great public park, the Prater, the Giant Wheel towered over the noisy little peep shows and animal tents, the refreshment booths and game counters, maintaining a slow and dignified rhythm of its own. In the summers when the Boer War was being fought and when it ended; when, on the other side of the world, America won a victory over Spain; while Germany built a navy and Lenin read books in Switzerland, the wheel continued to turn in its imperious and splendid fashion, like a huge clock, marking the time in accordance with some superior schedule of its own. It whirled slowly while the empire of Austria-Hungary went to war; and it continued to whirl when the war came to an end, and the empire with it.

As time went by, Vienna's Giant Wheel naturally lost some of its value as a novelty, but this in no way diminished its importance. For one thing, while similar giant wheels in Chicago, London and Blackpool were pulled down and junked, the Vienna Giant Wheel became the last of its kind. For another, methods were found of keeping it in the forefront of public attention. In 1914, a few weeks before the mishap to Archduke Ferdinand at Sarajevo, a French circus actress capitalized on the fame of the wheel by riding a horse onto the top of one of the cars and staying there while the wheel made a round trip. In 1922 two daredevil movie actors did handstands on one of the cars at the top of its circuit. Subsequently an animal trainer took a ride on one of them accompanied by a sleepy lion and two boxers put on a fight of sorts under somewhat the same conditions.

As the center of a great empire Vienna, with its two million inhabitants, had been a thriving and busy metropolis. Now, as the capital of a little country of which it contained

important as
your daily bath...



clean
smelling air
in your home!

air-wick

kills
indoor
odors



why risk
offending?

air-wick*, the little bottle with the magic wick, kills all unpleasant indoor odors... makes indoor air country-fresh.

*air-wick deodorizer and household freshener is fully protected by U. S. Patent... a trademark of Seeman Brothers, Inc., New York 13, N. Y.

Tune in "Monday Morning Headlines" Sunday, coast-to-coast ABC network, 6:15-6:30 p.m., EST, following Drew Pearson.

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CONTINUED ON PAGE 10

Have you heard about the \$100 bonus Bendix owners get ?



It's a fact! Through the years your Bendix can pay you back \$100 or more with the pennies it saves on *soap alone!* That's because the Bendix gets a whole load of clothes spanking clean on just a few tablespoonfuls of soap!



**Many more dollars saved
on hot water and clothes!**

Unlike other washers which require enough water to submerge the clothes, the Bendix operates on the better-washing "Tumble-Action" principle. Clothes are tumbled in and out of a small amount of active suds hundreds of times . . . so gallons of hot water are saved.

No rub, scrub and twist, either! Clothes last longer because the gentle "tumble-action" saves wear and tear.

So don't be fooled by the price tag on a "bargain" washer. Consider *all* the costs and you'll agree the biggest value is the Bendix.



How the Bendix works . . . while you RELAX!

Just put in the clothes, set the dial, add soap . . . and you're through! Gently, but *thoroughly*, the Bendix washes, triple-rinses, and damp-drys the clothes . . . *automatically* . . . even when you're not in the house.

No other washer has done so much work for so many women for ten trouble-free years. See the Bendix in action at your nearest Bendix Dealer's store, today! *New! Don't miss the Bendix Automatic Dryer and Bendix Automatic Ironer.*

BENDIX HOME APPLIANCES, INC., SOUTH BEND 24, IND.
AVAILABLE IN CANADA AND MEXICO

BENDIX
automatic
Washer

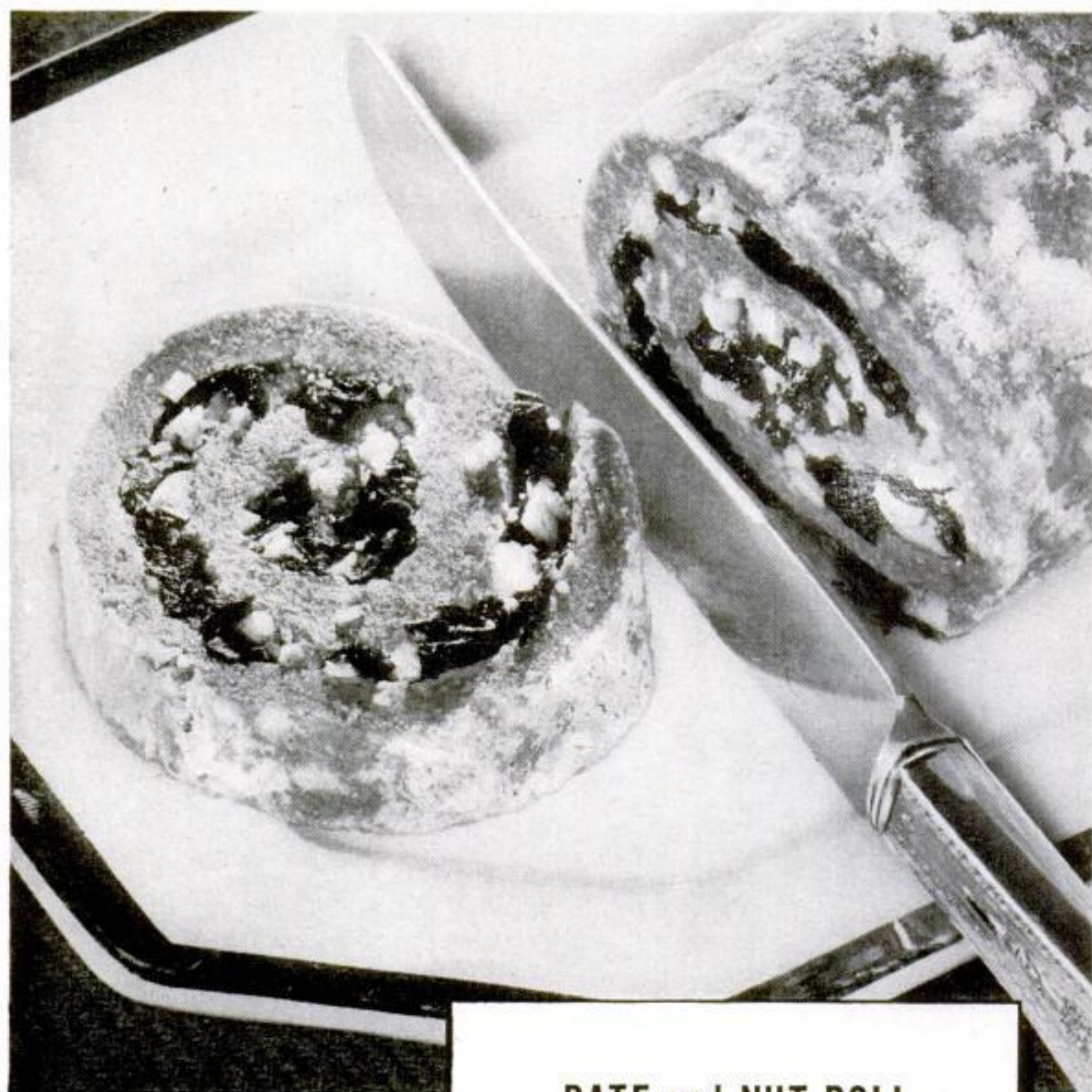
OVER A MILLION NOW IN USE



"If you can afford a washer . . . you can afford a Bendix"

DATE and NUT ROLL

Chill and serve—no cooking!



Make it the day before!



*A magic dessert
made with
EAGLE BRAND!*



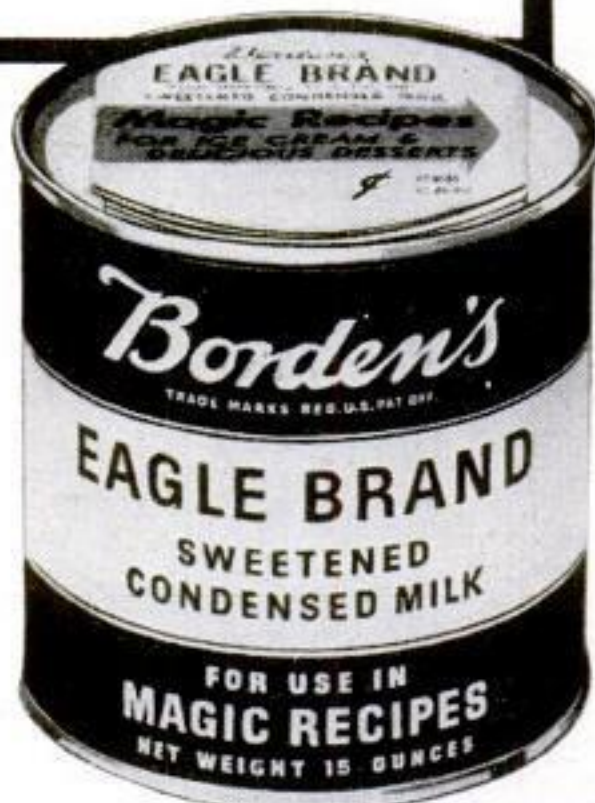
It's so quick and easy to make exciting desserts! And you know they'll always come out just right—when you use Eagle Brand, the *original* Sweetened Condensed Milk! A smooth, *ready-to-use* blend of creamy-rich whole milk and sugar. Made to Borden's high standard of quality.

FREE! 70 luscious, foolproof recipes for cookies, puddings, frosting, ice creams in the Book of Eagle Brand Magic Recipes. Send penny post card to Borden's, Dept. L-107, P. O. Box 175, New York 8, N. Y.

DATE and NUT ROLL

½ cup Eagle Brand Sweetened Condensed Milk
2 teaspoons lemon juice
2 cups (½ pound) vanilla wafer crumbs
1 cup finely chopped dates
½ cup chopped nut meats
Confectioners' sugar

Blend Eagle Brand Sweetened Condensed Milk and lemon juice. Add vanilla wafer crumbs. Mix well. Mix dates and nut meats. Sprinkle flat surface with confectioners' sugar. Lightly roll or pat crumb mixture on sugar into 8 by 10-inch rectangle. Spread with date mixture. Roll as for jelly roll. Wrap in waxed paper. Chill 6 to 8 hours. Slice; serve with hard sauce or whipped cream. Makes 8 servings.



© The Borden Co.



WHEEL STOPPED after a fire in 1944. Air raid later destroyed cars.

LIFE'S REPORTS CONTINUED

almost a third of the entire population, the city was too big for its purpose, and its brilliance and importance declined. However, while Vienna became dim and shabby, its amusement park became all the more bright and lively by contrast; and if the city changed, the Giant Wheel did not. The Prater expanded with roller coasters, Maypole airplane rides and little cars which bumped into each other or spun around a miniature race track. The wheel remained the main attraction, hung with electric lights that swung and glittered as it turned slowly through the summer nights. By now it had become a classic landmark of Vienna, along with St. Stephen's Cathedral, Madame Sacher's Hotel and the Iron Man on the Rathaus. To a city which had always been devoted to the principles of life and of pleasure, the Riesenrad perhaps seemed somehow a satisfactory symbol, turning in its slow, poised pavane, keeping its time that had no hours. It became a tradition in Vienna that children, for a treat after their First Communion, should be taken first for a carriage ride in the Prater and then, as a grand climax, for a ride on the Giant Wheel. When the German army arrived in the spring of 1938, soldiers rode on the wheel and bought picture postcards to send home, from the little booth near the ticket stand. . . .

To the Giant Wheel of Vienna, which had already been through one war, the one that started in 1939 naturally made little difference. It revolved as usual, neither faster nor more slowly, while the German troop trains rumbled through the city toward the east and then while the Russians fought westward through the Balkans. What finally stopped the wheel



Skeptical?

Sam's a Missouri man! Doesn't believe the Inkograph will write for one-fifth mile on a single filling. So he's measuring a pen full of lines!

Inkograph gets so much mileage because it uses all its ink for writing—no blots, flooding or spatters! The exclusive drop valve releases ink the instant the point hits paper and the capillary channel controls the flow! Inkograph's rounded cylindrical one-piece point of extra hard 14kt. gold, writes smoothly on any kind of paper, suits any style of writing, any kind of hand . . . makes writing easier! . . .

Skeptical? Try an Inkograph just once! . . . At all good stores. In five new colors, and black. Price, no foolin' . . .



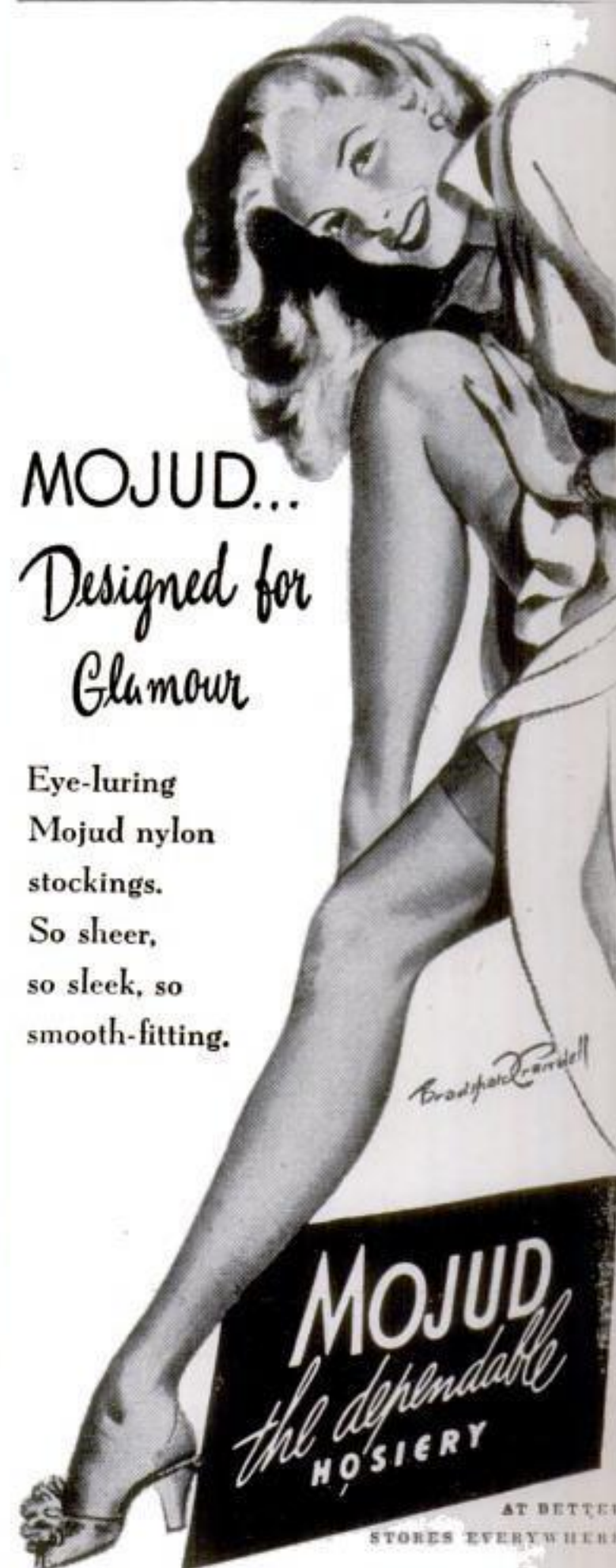
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MOJUD...
*Designed for
Glamour*

Eye-luring
Mojud nylon
stockings.
So sheer,
so sleek, so
smooth-fitting.



AT BETTER STORES EVERYWHERE
TRADE MARK REG. ©1947 MOJUD HOSIERY CO., INC., N. Y. C.

CONTINUED ON PAGE 12

"I've smothered you with gypsy kisses
you'll never forget.... you can't cast me
away now!"



He'll never forget those
warm, wild lips... the Golden Earrings
... and the heart-pounding
adventures they plunged him into
and neither will you!



Paramount presents

RAY MILLAND · MARLENE DIETRICH in "Golden Earrings"

with Murvyn Vye · Bruce Lester
Reinhold Schunzel · Dennis Hoey · Quentin Reynolds

A **MITCHELL LEISEN** PRODUCTION

Directed by **MITCHELL LEISEN**

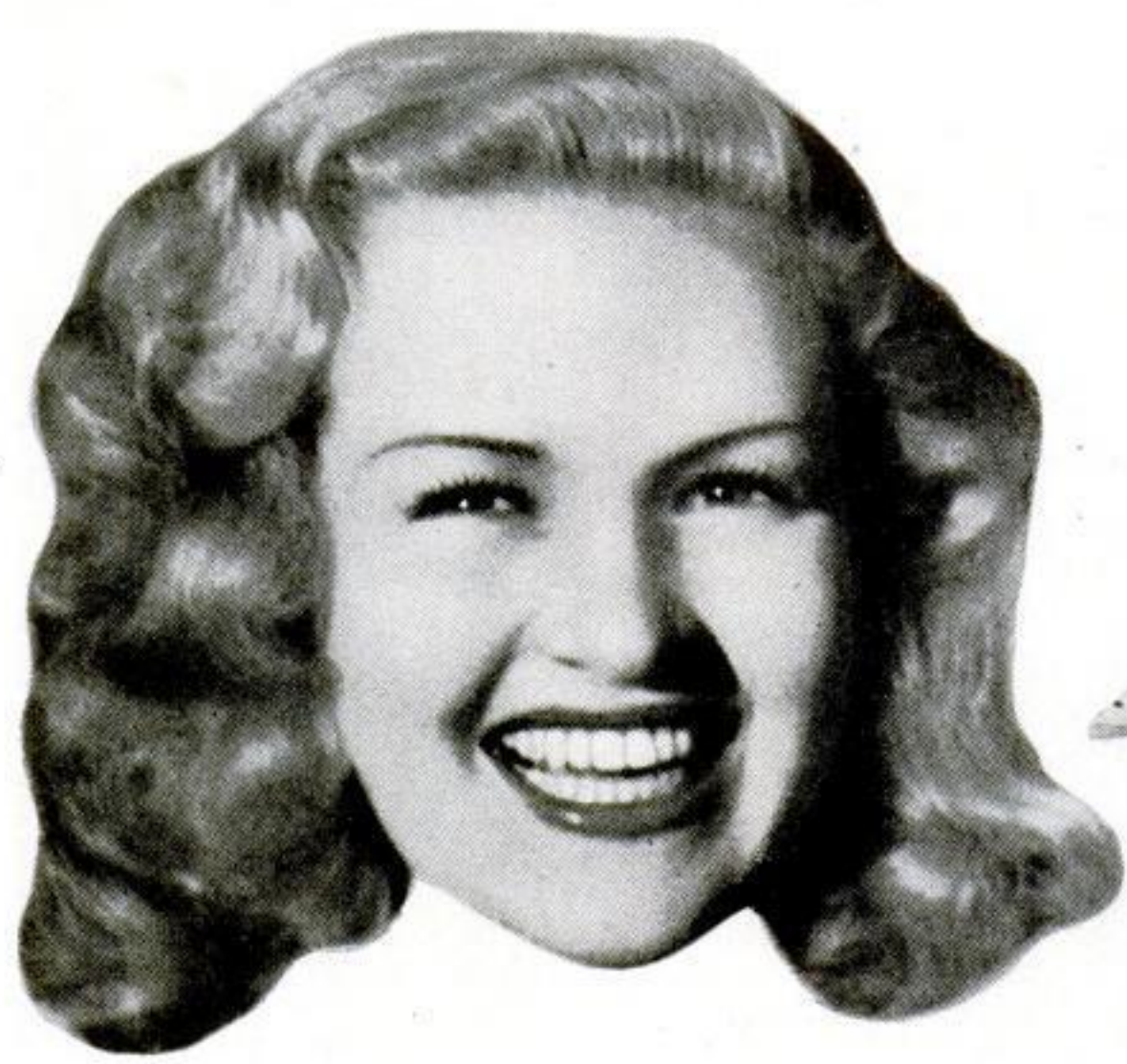
Screen Play by Abraham Polonsky, Frank Butler and Helen Deutsch

From the novel by Yolanda Foldes



Gypsy music! A man would
have to be more than human
to resist the mad enchant-
ment of wild tempos that set
the blood afire!

A swell dish — my favorite for 4 years!



"RC tastes best!"

says
BETTY GRABLE
star of
"MOTHER WORE TIGHTS"
A 20th Century-Fox
Technicolor Picture

I go overboard for
best-tasting RC!



Real coolin'
— a swell quick-up!



I learned for sure that one cola tastes best.
I tried leading colas in paper cups — picked
Royal Crown Cola best-tasting of all. Try it!
Say, "RC for me!" That's the quick way to get
a quick-up with a frosty bottle
of Royal Crown Cola — best
by taste-test! Remember, you
get 2 full glasses in each big bottle!



RC is the quick way to say...
**ROYAL CROWN
COLA**
Best by taste-test

LIFE'S REPORTS CONTINUED

in the fall of 1944 was not the war at all but a fire of entirely separate origin that swept the Prater and damaged the Giant Wheel's machinery. With war shortages and war conditions it seemed neither practical nor advisable to repair it that year. The next spring another fire, this one caused by bombs, burned most of its wooden cars. One caught the flames at the bottom and they swept up around the perimeter, jumping from one car to another, so that for a few minutes the wheel looked like some sort of huge display of fireworks. In 1945 the Prater became a battlefield as Russian troops fought their way into the city. When the war ended, the whole of the amusement section was a stretch of rubble and ashes. The wheel alone remained standing, but its cables were frayed, its struts and girders blackened by flame, and the charred remains of its shiny cars swung and creaked in the wind.

When Vienna started to put itself to rights after the fighting, one of the first questions that arose was, naturally, what to do about the Giant Wheel. For one thing its skeleton was an ugly reminder of the war and of the days before it; for another, it seemed that the steel might be useful in rebuilding elsewhere. Moreover the wreck of the wheel was obviously dangerous, because it was likely to fall down and damage the buildings around it, if nothing more. But now a peculiar discovery was made. This was that pulling the wheel down was too big a job to be worth while and that, consequently, the only practical thing to do was to renovate its machinery, patch up the cables, build a new set of cars and start it going again. The work of repairing the wheel took place, under considerable difficulties, during the winter of 1946, and in the summer of that year it began to turn again.

The Prater lies in the zone of Vienna occupied by the Russians, for whom, with their intense interest in watches and all other mechanical devices that seem to turn of their own accord, the wheel naturally exerted a special fascination. Russian soldiers found it a marvel of the first order and rode on it again and again, like children on a merry-go-round. The officers, themselves by no means immune to its attraction, even came to the director and requested a set of plans so that similar giant wheels

PIN POINT OF RUST WRECKS POWERHOUSE

New miracle mainspring
won't rust, is more efficient
powerhouse of watch

The "powerhouse" of a watch is the mainspring. Repair men look there first for the source of trouble because the finest steel mainsprings ever made frequently "set" . . . lose part of their watch-running power. Or, weakened by rust they break.

Rust is the commonest cause of mainspring breakage. High humidity with a sudden drop in temperature causes condensation of a droplet of moisture. A tiny pin point of rust begins—and there is where the mainspring breaks.

But now the Elgin Watch Company has developed an entirely new alloy of metals and from it a miracle mainspring: DuraPower*. It will not rust. And it retains its resiliency indefinitely, gives a steady flow of power for lasting accuracy.

This DuraPower Mainspring eliminates 99% of repairs due to steel mainspring failures. Only Elgin watches including Lord and Lady Elgins and Elgin De Luxe have the DuraPower Mainspring, and at no extra cost. Look for the symbol "dp" on the dial. Also at watch repair shops for replacement in many previous models. Elgin National Watch Co., Elgin and Aurora, Ill.; Lincoln, Nebr. *Patent Pending.

YOUR HAT IS IMPORTANT



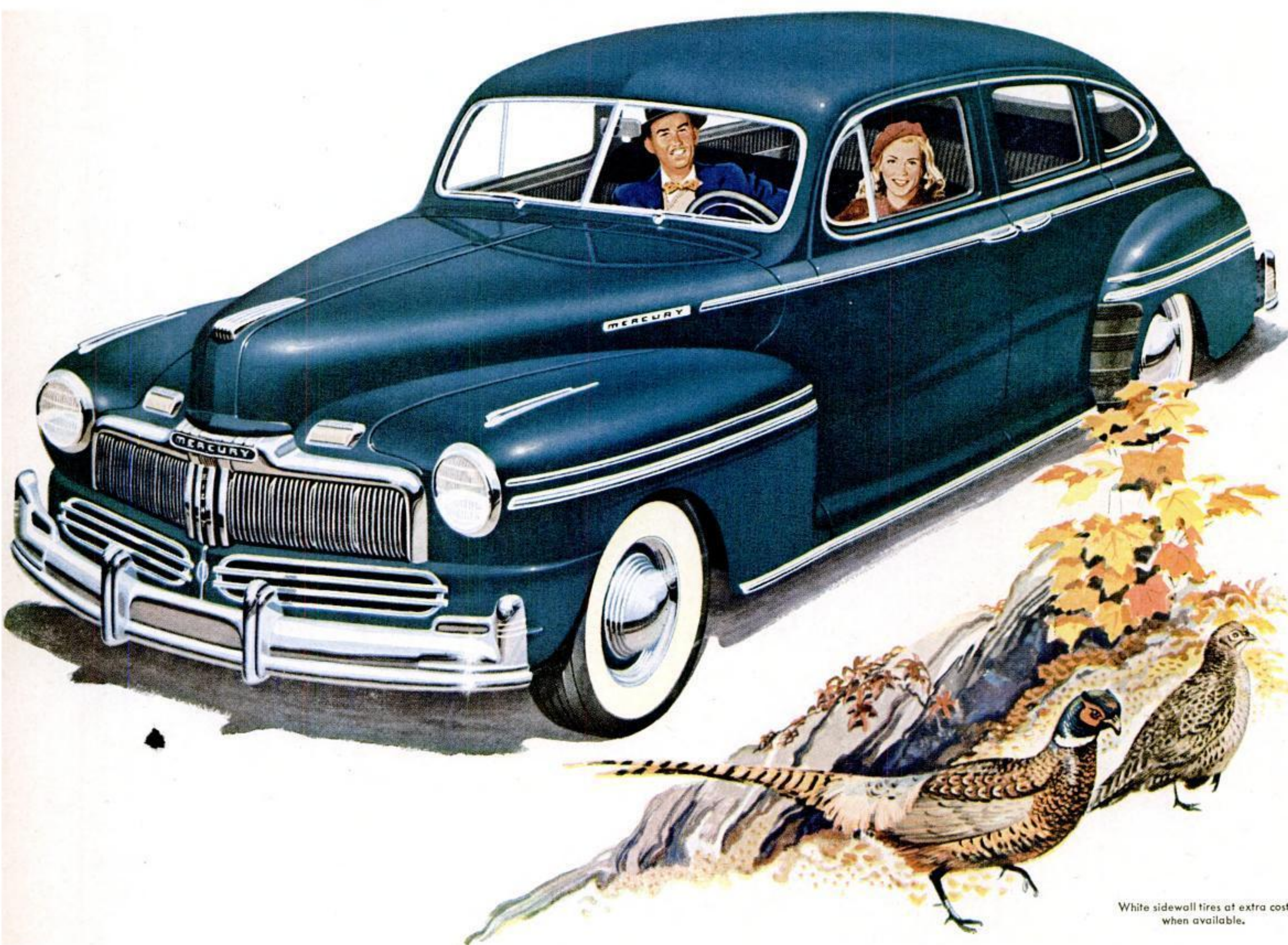
PORTIS HAT

See for yourself how a new PORTIS HAT will dress you up! Truly a reflection of your own good taste. For these handsome felts are carefully designed to enhance your appearance. In new Fall shades and styles. \$6.50 to \$12.50

See your hatter or write
PORTIS HATS, CHICAGO 10, ILL.

CONTINUED ON PAGE 15

More OF EVERYTHING YOU WANT WITH Mercury



White sidewall tires at extra cost, when available.

More of everything you want with Mercury! That's what thousands and thousands are saying as they get behind the wheel of their new Mercurys—and start going places!

See for yourself. One look at that graceful beauty, that massive glistening front grille, those flowing



More style—inside and out!

lines and you'll see Mercury has *more* style—style you grow to like more every time you see it.

Sit in it and you'll see that Mercury gives you more roomy, *big car* comfort. You'll admire its beautifully tailored two-tone interior with a perfection of detail that's proof of superior craftsmanship throughout. And you'll notice, too, that there's *more* vision in all directions.



More "go"—more comfort, too!

Drive it. You'll thrill to its power—to its almost magic *responsiveness* to wheel and brake. Then ask any Mercury owner. Ask him about up-

keep—gas and oil consumption—trouble-free performance. He'll tell you that Mercury satisfaction is built-in to last . . . that month after month, year



More economy—all the way 'round!

after year, Mercury proves itself more car for the money any way you look at it.

Get more of everything you want in your next car—with Mercury!

MERCURY—DIVISION OF FORD MOTOR COMPANY



Add witchery to any party with

AMERICA'S LUXURY HAM

Hand Picked

Sugar Cured

Tender Cooked



This-n-that about Ham

BY

Marie Gifford



Director, Armour Consumer Service

It's witchery all right — magic in fact — how fast you can get up a festive dinner with Armour Star Ready-To-Eat Ham. It's tender-cooked for quick cold or hot meals. A delicious ham steak needs only heating — $\frac{1}{2}$ the usual cooking time.

Ham with Orange Glazed Sweets

Pick a $1\frac{1}{2}$ -inch slice of Armour Star Ready-To-Eat Ham. Place in broiler $3\frac{1}{2}$ inches under heat unit. Heat 10-12 min., turning once. To glaze sweet potatoes make a sirup of 2 cups brown sugar and $\frac{1}{2}$ cup orange juice. Heat to simmering. Add 2 tbsp. butter. Drop in raw, peeled sweet potatoes. Simmer, turning often to avoid darkening, until center of potato is soft. Drop in orange slices 5 min. before potatoes are finished.



Good to Know:

1. To prevent curling of ham slice, make cuts 1 inch apart around fat edges.
2. To turn, use 2 forks. Never stick fork into meat. Insert 1 fork in fat edge and use second fork to guide in turning.
3. To avoid seared lines on meat, don't let rack heat while broiler preheats.

Tip for Tender Ham: Ask for Armour Star Ready-To-Eat Ham. Only the finest hams are selected for the Armour Star label. Then these luxury hams are sugar-cured, slow-smoked and tender-cooked Armour's special way for perfect flavor, mildness, tenderness.



Soup—Beautiful Soup: To play a gourmet's trick on Ham-Navy Bean Soup, add 1 tbsp. horseradish. What a difference!

Take a Bow for good management, too, whenever you serve ham. Ham's always a good buy—you can use it so many ways and it goes so far in savory, satisfying soups, casseroles, main dishes!



For Men Only Department. Here's your special favorite—Armour Star Boneless Cooked Ham—tender, tasty, and so convenient to slice and serve even a husband could get up a good meal with it.

Free Ham Recipe Book. Write: Marie Gifford, Dept. 140, Box 2053, Chicago, Ill.

The best and nothing but the best is labeled **ARMOUR** ★

**"DELICIOUS
EYE-OPENER"**
with a grand P.S.



Sunsweet
helps keep you
regular, too.

**SUNSWEEET
PRUNE
JUICE**



Now also
available
in cans



Prepared and distributed by the
makers of Mott's Fine Fruit Products

LIFE'S REPORTS CONTINUED

could be erected in Moscow, Leningrad and other appropriate centers. It was explained that the Englishman named Walter Basset who had designed the wheel a half century before was now no longer alive and that the plans themselves were nowhere to be found. With considerable reluctance the Russian commission entrusted with the task of exploring this subject was obliged to give up the effort to find out how to make a giant wheel.

In the summer of 1947, when the wheel had its 50th anniversary, Vienna had a fair, and the Giant Wheel as usual got the biggest share of business. In his little office under the first loading platform, Herr Director Ernst Thessar calculated the receipts for 2,500 rides a day at a shilling and a half on weekdays and two on Sunday, with half fare, naturally, for children. It appeared that the wheel was still operating at a profit. Out of the profits Herr Thessar judged it would be safe to make a small investment.

Herr Thessar's investment consisted of an amplifying device which it was possible to attach either to a radio or a talking machine. When the municipal station was broadcasting a suitable program, this could be put on the loudspeaker. If the radio program happened to be a speech or an oratorio on Sunday morning, then the amplifier could be hooked up to the talking machine. Herr Thessar supplied the machine himself. His 15 employees contributed a stack of records.

In the old days roller coasters and shooting galleries made such a racket that musical accompaniment for the Giant Wheel would have been inaudible. Now with no such devices in operation the Prater was comparatively quiet, and the sound of Strauss waltzes or even a Mozart concerto carried clearly and gaily in the autumn wind.

Once laid out in carefully tended lawns and shaded by great chestnut trees, the Prater was now mostly a tangle of weeds and dust. Cabbages grew in the flowerbeds. Beggars dozed on the foundations of what had been either concession stands or the barracks and delousing station that replaced them in the war. Amid these surroundings and to the sound of its new music the Giant Wheel maintained its customary pace, just as though it had never stopped, exactly as though nothing had ever changed at all.

*"Shopping for
a Warm Future, Lady?"*



No doubt you'll want a good warm coat for the cooler weather that lies ahead. But if you're really interested in a warm future, we'd like to recommend another good buy.

You see, we've developed a plan that costs only a few dollars a month, yet will provide you with real financial security. Your husband will like it too, because it assures both of you a comfortable retirement income, and it protects you, if something happens to him.

Of course, your Social Security will help to provide those things, but that

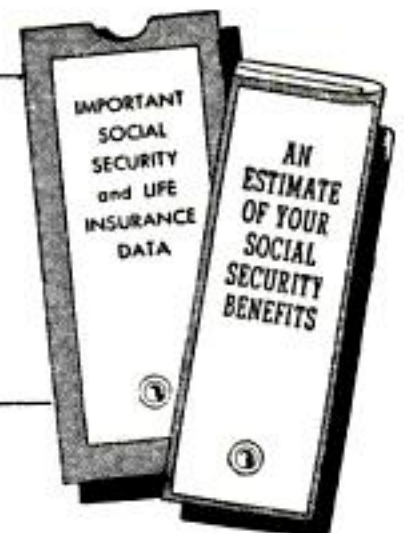
alone is hardly enough to meet even your minimum needs. To help you determine what your needs will be, and show you how you can provide for them . . . that's the function of our "Insured Income" Service.

It's a new way we have of combining your Social Security with your life insurance, so you get the maximum value and the greatest benefits from both. It frees you from money worries, and guarantees you and your husband the income you will need for a happy retirement . . . all at a cost you can afford.

There is a Mutual Life representative in your community who will gladly explain "Insured Income" to you without obligation.

FREE Social Security HELPS

How much do you know about the Social Security for which you are now paying? If you are a resident of the United States, we invite you to mail coupon for easy-to-read booklet explaining your future benefits from Social Security. Included is a convenient file for official records you will need to avoid costly delay in collecting your Social Security benefits.



Our 2nd Century of Service

THE MUTUAL LIFE
INSURANCE COMPANY of NEW YORK

34 Nassau Street
New York 5, N. Y.



Alexander E. Patterson
President

I would like your FREE Social Security Helps.

NAME.....AGE.....

HOME ADDRESS.....

OCCUPATION.....LS-33

VETERANS: KEEP YOUR GOVERNMENT LIFE INSURANCE!



① ABSORBED IN NEWSPAPER, SUBWAY PATRON APPARENTLY DOES NOT CARE WHETHER MAN ON STEPS IS SLEEPING OFF A DRUNK OR SICK

SPEAKING OF PICTURES...

... NEW YORKERS PROVE THEY ARE NOT THEIR BROTHER'S KEEPER

WOMAN SHOPPER IS STARTLED BY BODY BLOCKING STEPS



YOUNG MAN IN A HURRY PUSHES BY SLEEPER WITH HARDLY A GLANCE





4

AFTER HALF AN HOUR TWO SUBWAY ATTENDANTS FINALLY APPEAR TO HAUL THE STILL UNAWARED SLEEPER TO TOP OF STAIRCASE

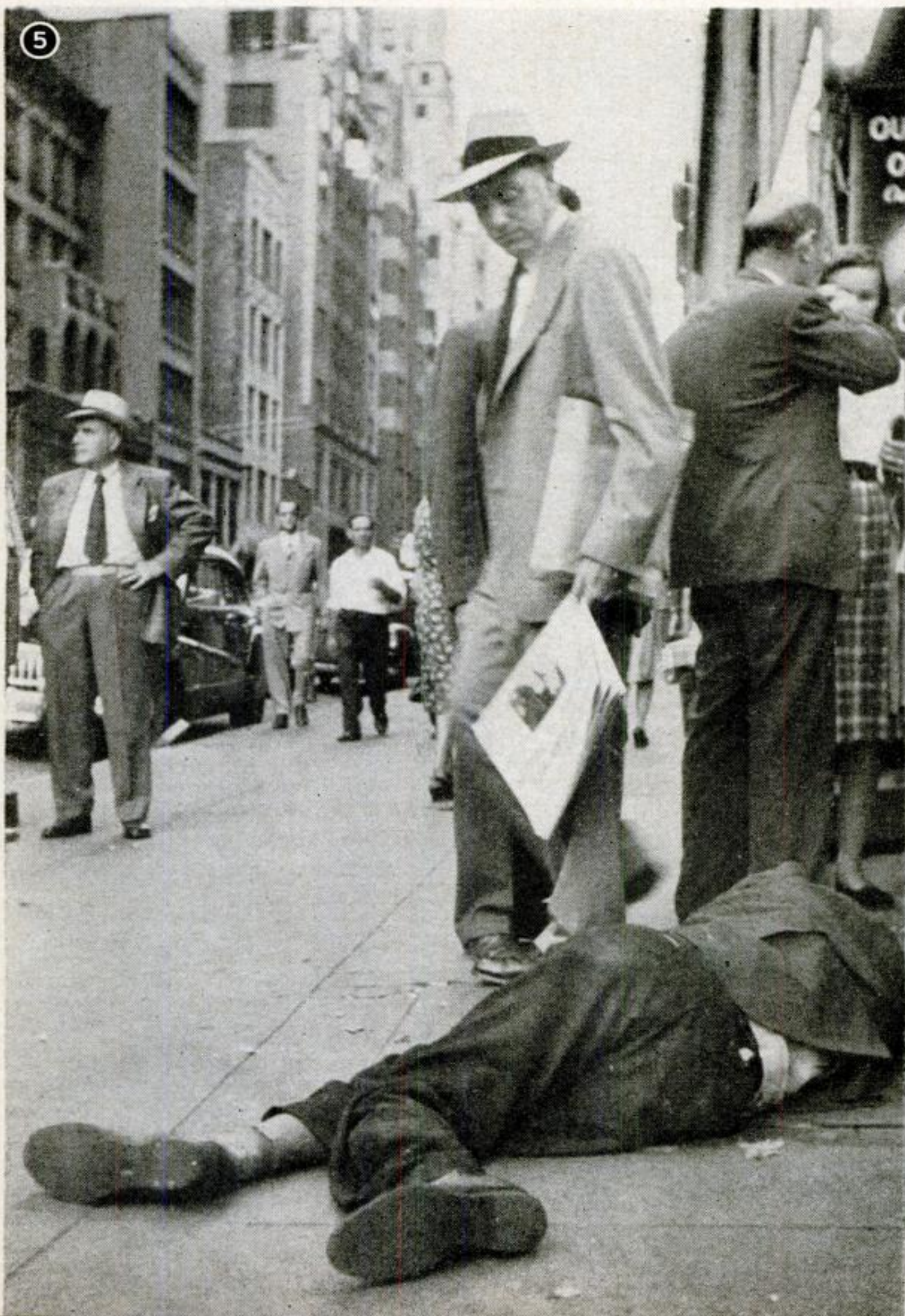
For many years it has been a belief that a stranger in New York could fall down dead in the street and nobody would notice. This is only a slight exaggeration. On these pages LIFE shows the plight of a weary New York Negro who fell asleep on a subway staircase and presumably would be there yet but

for the intervention of two attendants, whose only interest was to clear the stairs.

During his lengthy public snooze, the subway sleeper evoked almost every kind of reaction except that of helpfulness. Some men passed him without even noticing (*upper left*); most women shrank back

and then sidled by (*lower left*); other men stepped high over his spraddled legs with mild annoyance or peered at him with cool disinterest (*below*). This, however, may be the way that New Yorkers want it. When the law prodded the man awake, he seemed quite miserable at being disturbed (*following page*).

WHEN RESCUERS DROP THEIR BURDEN ONE MAN SHOWS IDLE INTEREST



5

AWAKENED BY PASSING COP, SLEEPER IS SAD AND RELUCTANT



6

With hair like this,
you'll hear this:

"hello,
handsome"



Chaps with handsome hair make a hit with many a miss. Because girls take to well-groomed hair like bees to honey. If you could use a little honey, try...

Vitalis and the "60-Second Workout"

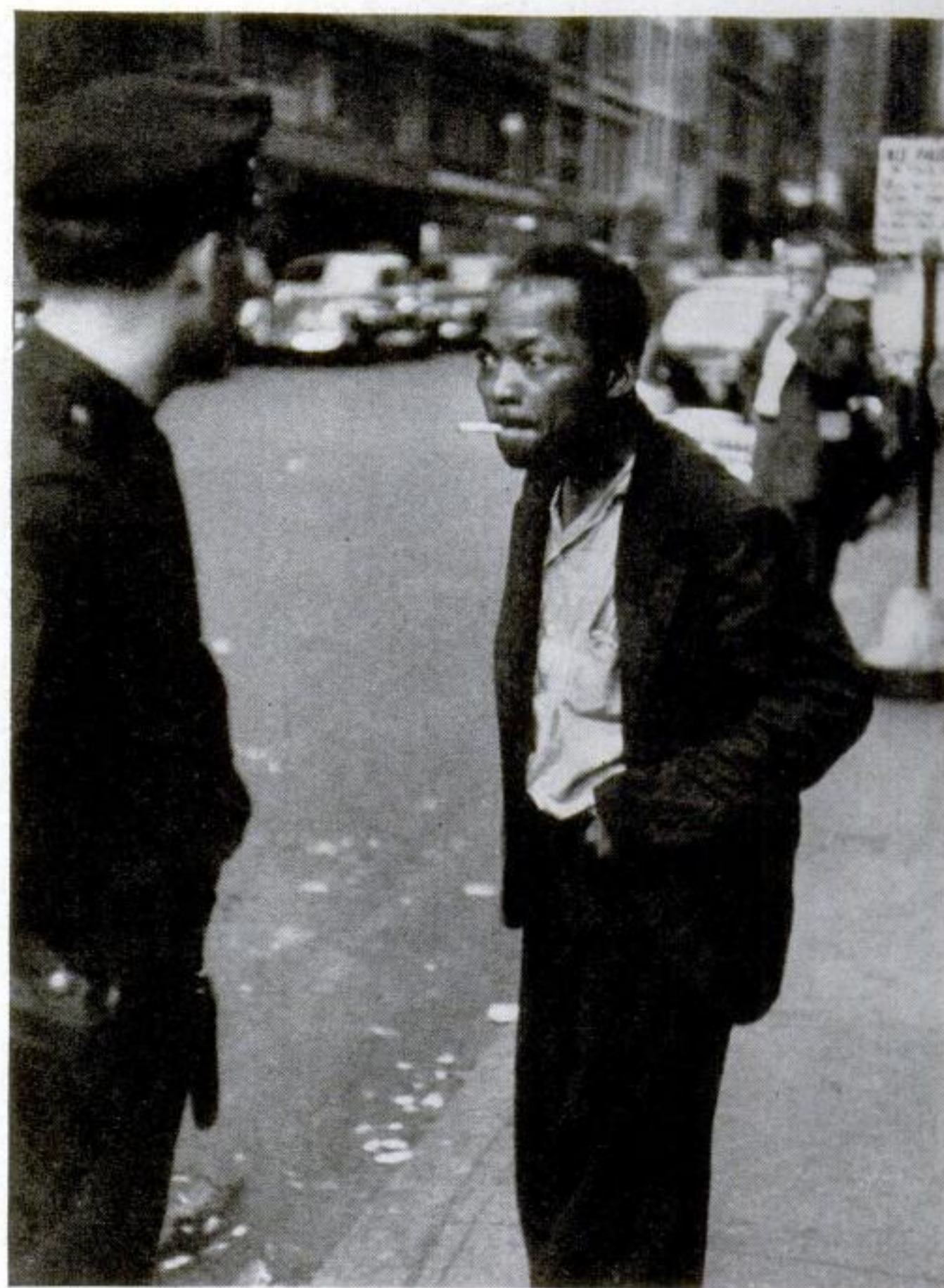


Product of
Bristol-Myers

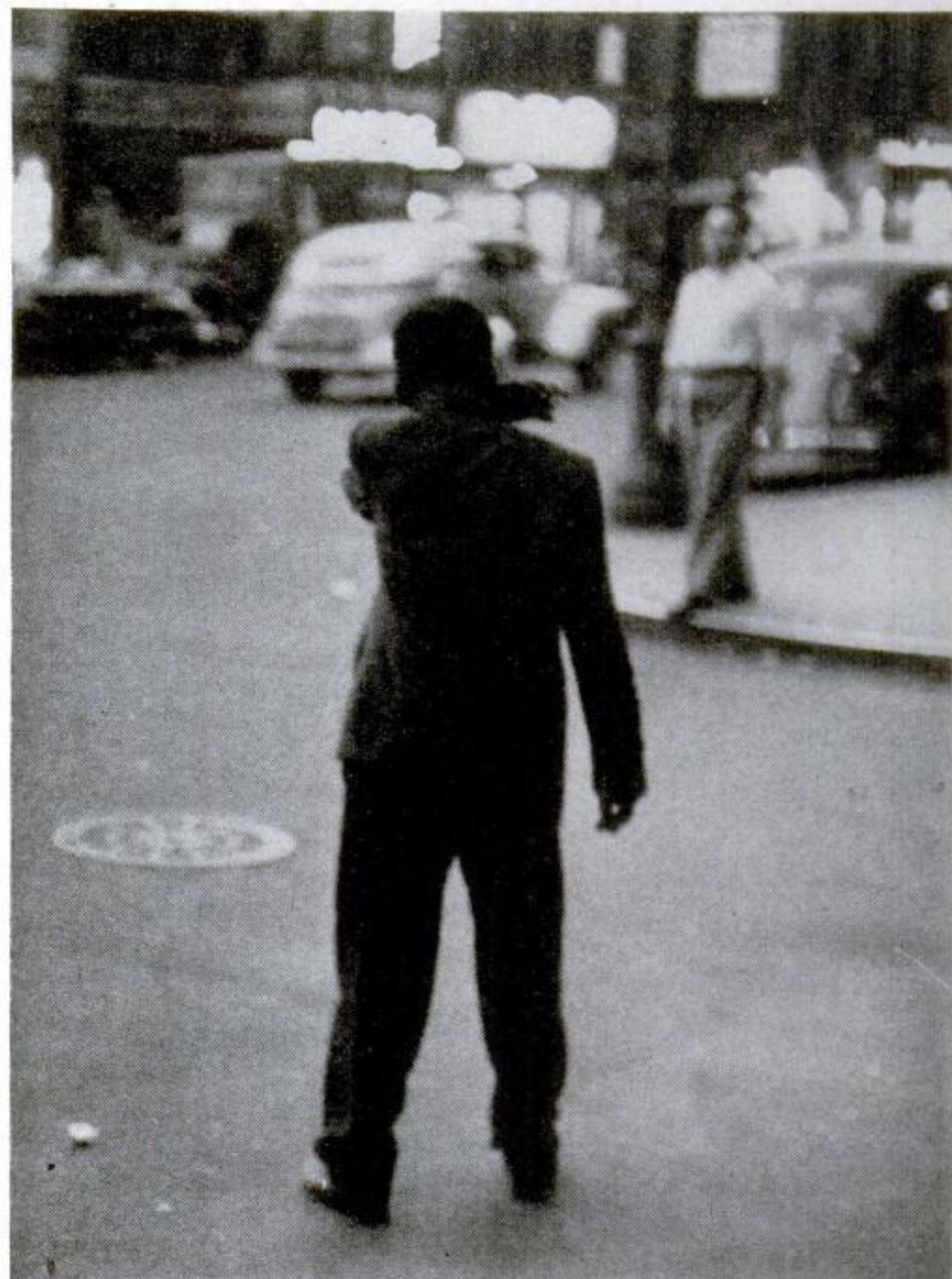
50 seconds to massage Vitalis on your scalp. Feel that clean, freshening *tingle*! That's the alcohol in Vitalis stimulating your scalp. Different from the all-oil dressings, hey? And the alcohol evaporates in a flash! Leaves a fine protective film of pure vegetable oils over your hair and scalp. This prevents dryness, routs loose dandruff, helps retard excessive falling hair. **10 seconds** to comb. How is *that* for handsome hair? Natural lustre with no greasy look—Vitalis contains no mineral oil. At any drug counter or barber shop... ask for Vitalis today.

SPEAKING OF PICTURES

CONTINUED



AWAKE BUT UNHAPPY. subway sleeper hauls himself erect and, with admonishment to pick less public sleeping accommodations, is sent on his way.



HIS SIESTA OVER. the reclaimed "body on the staircase" wipes his mouth and ambles off, as indifferent to other New Yorkers as they had been to him.

UNITED STATES RUBBER COMPANY

SERVING THROUGH SCIENCE



Hearty Greetings after five long years...

The tire you've missed the most is here again!

You who have known the Royal Master have long been asking about its return. Again and again, you've wanted to know when you could enjoy the kind of driving you found only with the Master on your wheels.

Now—at last—the finest tire materials are available and the Royal Master is back with *everything* you've missed so much.

Stops 4 to 223 feet quicker

There's the great safety you knew—even on the wettest, most treacherous roads. Today's Royal Master brings back its famous all natural rubber



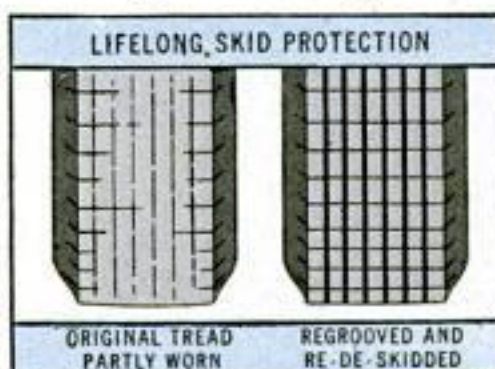
De-skidded tread to cut right through water and mud... stop you 4 to 223 feet quicker.

Up to 50% more safe mileage

You remember your wartime mileage—how you kept going for years while others were counting the days in their tires. Again, the Master's

extra-deep tread is made with especially *tempered* rubber. Once more, it can be regrooved and re-De-skidded for record anti-skid wear.

So ride on the Royal Master. Discover again safer, surer, peace-of-mind driving on the tire you have missed the most.



Aren't you glad you'll ride again on the

U.S. ROYAL MASTER



"The Moldau," symphonic poem from the cycle, "My Country," by Friedrich Smetana, interpreted for the Capehart Collection by Robert Riggs. In the foreground, the artist portrays the huntsmen, sounding the horns heard in the music. Below, on the banks of the Moldau, is a wedding party, and high across the majestic river, a legendary castle. Reproductions from the Capehart Collection may be obtained at nominal cost from your Capehart dealer, or the Capehart Division.

The River that speaks Czech Freedom kindled the blood of the great Czech composer, Friedrich Smetana, and with the new Capehart you can hear, as you have never heard outside the symphonic hall, the yearning cry of his native land. This magnificent instrument transports you to Bohemian fields and meadows, the coiling brook which becomes the Moldau, the folk games and the jocular dancing of the peasantry, a place determined upon liberty. Here is music as the composer created it . . . vibrant, pulsating, panchromatic . . . on the most nearly perfect instrument for musical reproduction.

THE *Capehart* THE WORLD'S FINEST INSTRUMENT FOR MUSICAL REPRODUCTION



The magnificent phonograph-radio illustrated at the left is the Capehart Chippendale—an authentic design in the best tradition of the great cabinetmaker. The tonal system is Capehart's alone, revolutionary in the full-range clarity and fidelity of tone reproduced. Capehart's exclusive record-changer plays up to 16 records, 32 selections, 10-inch and 12-inch intermixed—continuously and without reloading; turning them over in proper sequence or playing one side only, as desired. The radio, designed to the most exacting specifications, receives AM, short wave, and FM broadcasts. The model shown on the right is the Panamuse Sheraton, built by Capehart craftsmen, but more moderately priced. These, and other distinguished models, are on display at your Capehart dealer's. Prices of the Panamuse by Capehart from \$365 to \$695, and of the Capehart \$845 to \$1595.



FARNSWORTH TELEVISION & RADIO CORPORATION, FORT WAYNE 1, INDIANA

MAKE A WOW!



Tomato juice cocktail with sparkle and zest—that's a WOW! Add a little salt, pepper, a teaspoonful French's Worcestershire to a glass of tomato juice. Mix well—serve very cold.

MAKE A HIT!



The blend of choice ingredients in this famous Worcestershire, aged and mellowed, gives tomato juice a fine rich flavor that tempts appetites! Serve French's with meat, too—adds delicious flavor to stews, casseroles.



**NO BETTER
WORCESTERSHIRE SAUCE
AT ANY PRICE**

LETTERS TO THE EDITORS

THE "NEW LOOK"

Sirs:

Holy Hanna! I still like the b.f. to tell me I look snazzy, or words to that effect, and if I were to appear in these outlandish watcha-ma-diggits ("Fall Fashions," LIFE, Sept. 22) he'd blow up in a puff of dust and I'd have him on my conscience for the rest of my natural life!

BERNADINE PEET

Hamburg, N.Y.

Sirs:

VOOT! What are you trying to sling us?

We are two girls, both 16, who will soon flip away our bobbies and saddles and don our first high heels. If we have to wear the styles of clothing the designers are trying to push over, "We're ready for Freddy."

AND THAT HAT! Sharp? Ugh! The flying disk has nothing on that flap-jack.

BETTY LOU COLLINS
GLORIA CALLANDER

Mishawaka, Ind.

Sirs:

We, as members of the Knights of the Penthouse, wish to say that chivalry is not even slightly sick.

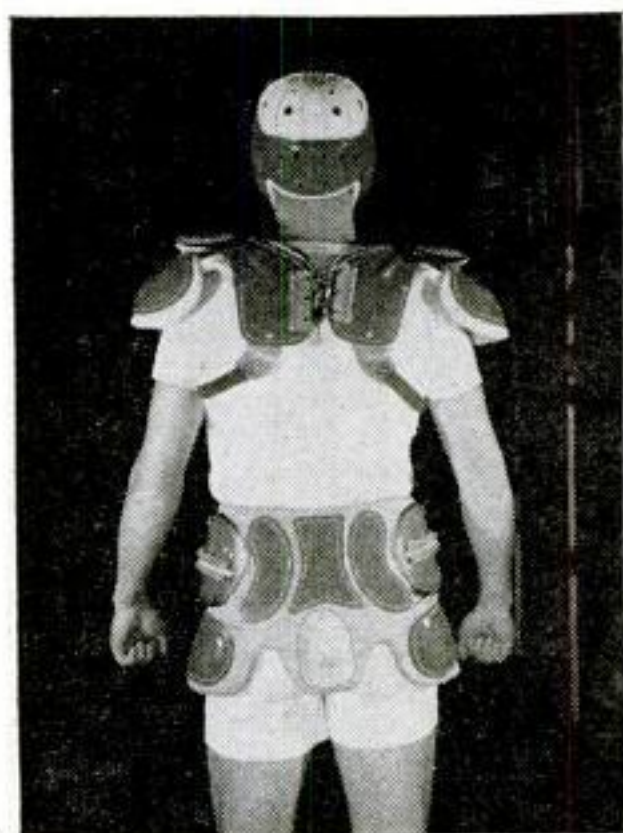
Our code demands that we approach every woman wearing the "new" long skirt and, first politely pointing out that her skirt must have fallen, graciously offer the unfortunate lady the services of our own suspenders.

JEFFERY ROSNOSKOVICH

University of Pennsylvania
Philadelphia, Pa.

Sirs:

... We will look like football players, except where they are padded at



the shoulders and have slim hips, we will be padded at the hips and have slim shoulders. . . .

DORIS BRANNING

Conway, Ark.



MICROSCOPE SHOWS

Floating Lift

OF **SWEETHEART SOAP'S**
Extra Lather!



WONDERFUL FOR BATHS BECAUSE IT LEAVES SKIN SOFT AND SMOOTH!

● It's thrilling! Now you can also get pure, mild SweetHeart in the new, large bath size, and revel in its velvety extra lather.

This soft, rich lather has a gentle floating lift. Pictures taken through the microscope prove it.

Countless bubbles bathe the outer pore openings . . . lift off dirt and dry skin flakes. Gently

float them away—leave your skin smooth and comfortable, exquisitely refreshed!

And think! In a survey, four out of five women preferred SweetHeart's big bath size for economy. The oval cake dries faster, helps avoid wasteful "melted soap." Today get wonderful SweetHeart Soap.



● Discover SweetHeart's Floating Lift Beauty Care for your complexion! Night and morning, massage your face with SweetHeart's extra lather. Rinse with warm—then cold water. Skin is cleansed . . . stimulated . . . more radiant.

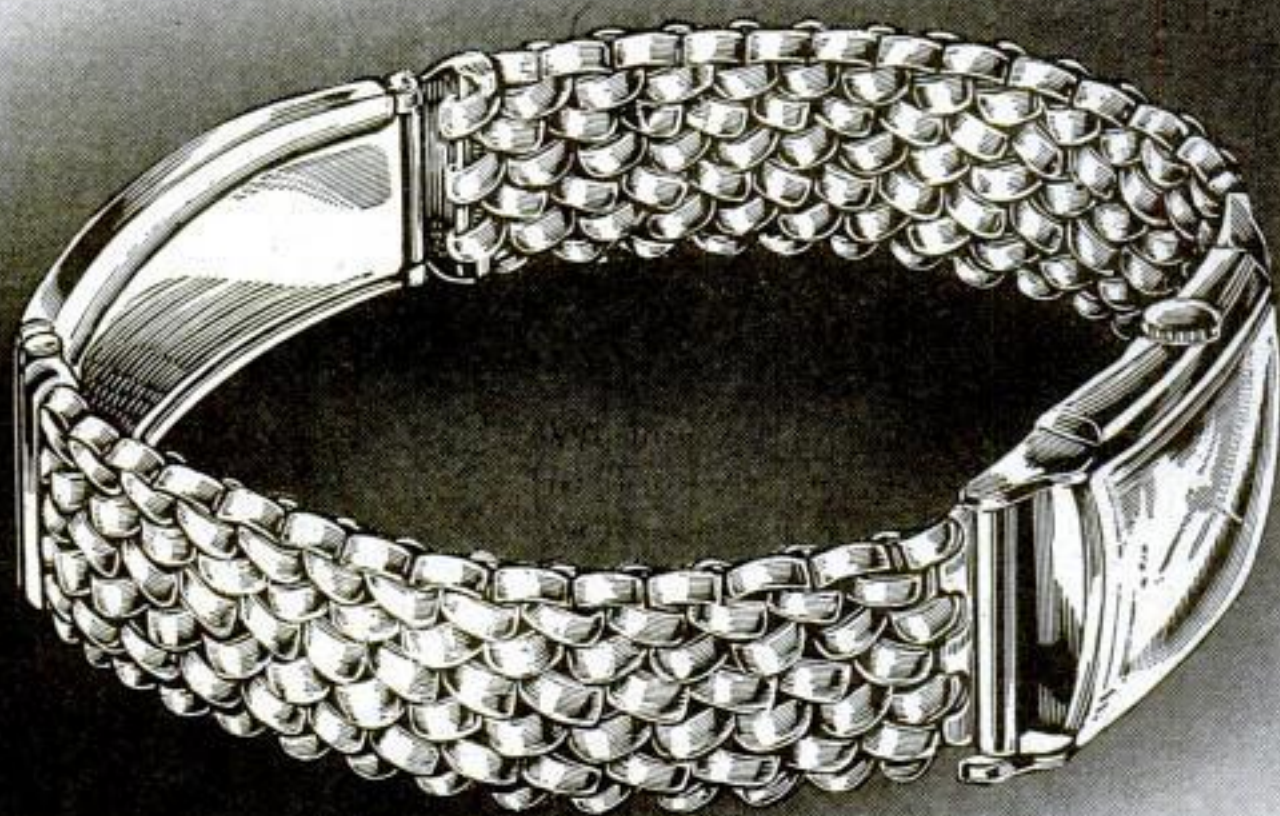
SWEETHEART SOAP

The Soap that AGREES with Your Skin



CONTINUED ON NEXT PAGE

MAKE YOUR OLD WATCH LOOK LIKE NEW



1295

Also in 14 Kt. gold at \$115.
Other Kreisler bands
for men and women, \$2.95 to \$135.
PRICES INCLUDE FED. TAX

WITH JACQUES KREISLER'S
SENSATIONAL NEW

Wonderweave*

WATCH BAND

● It's wonderful... this thrifty, smart new way to make your old watch look like new! Just add the gleaming beauty of Jacques Kreisler's sensational new style for men, WONDERWEAVE... and you're up-to-the-minute in style and smartness. ENDURING KREISLER QUALITY is guaranteed by the world's largest maker of watch bands. And there's extra safety in the famous Marvelock or Dubl-lock clasp. In the colors of yellow, pink or white gold, to match your own watch.

See Wonderweave at your jewelry retailer today. He will gladly check the timing and accuracy of your watch.

Jacques Kreisler

WORLD'S LARGEST MAKER OF WATCH BANDS • NORTH BERGEN, N. J.

*TRADE MARK

©1947 JACQUES KREISLER MANUFACTURING CORPORATION

AVAILABLE IN CANADA

LETTERS TO THE EDITORS

CONTINUED

Sirs:

Thanks so much for putting me on LIFE's cover. It is really an exciting experience and a wonderful break.

The picture portrays a vitality heretofore overlooked. In other photographs it has been said I had the look



SMELLING SMOKE?

of "smelling smoke." I am glad to be delivered from that category.

TRULY BARBARA

New York, N.Y.

BALANCE OF POWER

Sirs:

... DeWitt C. Poole tells us in LIFE's Sept. 22 issue that the key to world freedom is the restoration of a "balance of power." He readily admits that this type of a world is "far from perfect" but describes it as "the familiar world in which we feel at home, [the world which] began with the Renaissance 500 years ago [and] has been tolerable, exciting and progressive."

He states that we must see to it that "six or eight centers of power comparable... in weight" to the U.S. and the U.S.S.R. be created. Since power in 1947 is not what it used to be in the good old times, it follows that we would have to see to it that the 1947 brand of power, such as production and stock piles of rockets, atomic and biological weapons, be equally distributed among these centers, just as the spears, swords, bullets and horses were in the old days.

Mr. Poole explains that in those days wars always resulted from an unbalance of power and the peaceful days were the fruits of the restored equilibrium of might...

The last 500 years (before 1945) were "tolerable" only to the extent

CONTINUED ON PAGE 24

FOR THE CONVENIENCE OF LIFE'S
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To see the world
To eyewitness great events

I want to see **LIFE** each week.

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Delicious... with Genuine New England Flavor

Mealy, tender, wonderfully better flavored. Actually baked (not steamed) with pork and spicy sauces, all day long... "Down East" in Portland, Maine. Burnham & Morrill Co.



Single-Stroke Magic! WITH Juice King

Turn the JUICE KING handle once... fresh, strained juice flows into the cup with magic ease. Smart, modern... easy to clean... finished in sparkling chrome and enamel. Treasured gift for Mother, Bride, Homemaker.

SQUEEZES ORANGES, LIMES, LEMONS, GRAPEFRUIT



Model illus. \$5.95.
Others from \$6.95 at
leading department,
hardware, appliance
stores.



NATIONAL DIE CASTING CO.

Touhy Ave. at Lawndale - Chicago 45, Ill.



When your little Injun smiles in his sleep...

Is he dreaming of a romp with Rex? Or is it, perhaps, just the downright comfort of snuggling deeper into soft, white Pepperell Sheets? Until you've felt their smoothness, you don't know *how* smooth sheets can be. And Pepperells are *practical* luxuries for your whole family! Indeed, until you've used them, you can't know *how long* sheets can wear! Yes, for *value*, ask for Pepperell Sheets—available in both types of percale, regular and combed—both types

of muslin, utility and luxury—in white or charming “personality colors”! Pepperell Manufacturing Company, Boston, Mass.

☆

PEPPERELL BUY-GUIDE BOXES give *complete* information about quality! Read all about thread count, texture, tensile strength, fine-stitched hems, Tapered Tape Selvages, “Tell-mark” Tabs—*before* you buy!



PEPPERELL *Sheets*

LADY PEPPERELL
COUNTRESS DUCHESS
ABBOTSFORD



and Blankets



Man, you can almost take 'em off like this with new Benex Brushless shave!

beards become 1/5 water

Just a whisk and you're whiskerless!

Yessir, Boss! Because water-bearing Benex has those bristles so soggy your blade just whistles through the bristles! And then! Look at the face it leaves you! Could satin be smoother? Daisies fresher? Brother, get Benex today...and give your face a break tomorrow! Get it!



Product of Bristol-Myers

Brother, brand-new Benex soaks your whiskers limper than milk toast. Actually turns 'em into 20% water. And keeps 'em that way...so whiskers all but roll off your face when you shave.

Keeps bristles almost weak as water!

Simply smooth this miracle stuff on your wet face. In a wink and a whisk it starts melting that tough, oily, razor-fighting hide around your bristles. Your beard starts taking on water faster than a rented rowboat. And keeps taking it on!

with new

LETTERS TO THE EDITORS

CONTINUED

that there were some very isolated instances of real freedom and that the good old wars in the good old times were fought with good old swords and bullets and not with hundreds of atomic bombs and biological weapons. That's how we still live to argue the case.

Balances of power have repeatedly failed in history where a subsequent cooperative effort succeeded. Primitive man did not stop killing his fellow man when both were given "balance of power"—say clubs—but only when they united in a tribe and when tribal laws restrained them for the common good; tribes did not cease their feuds until they united and settled to form cities or provinces; cities, provinces and the feudal lords of the more recent ages fought each other until they were restrained by the centralized power of the state. Yes—and nations have made wars on each other ever since. Is it really so surprising that most of us are slowly but surely recognizing that it will take a strong supranational authority to protect all nations regardless of size?

... Our statesmen must have our mandate to invite all other nations to create a strong, democratic world organization which can enforce the peace, settle all disputes and coordinate economic ties between nations. But let us make clear to the world that we have set our sights for peace and order and that no passive or active resistance can deter us from our path.

JOHN SHACTER

Oak Ridge, Tenn.

Sirs:

Your article on the balance of power will probably receive both praise and criticism; I read it with ill-concealed amazement. Seldom have you printed an article of more cloistered ineptitude. The casual acceptance of the possibility of war and a simple faith in the 19th Century concept of a balance of power are the academic reasoning of a mind still hopefully believing that our security and peace can be constructed of the same material which has repeatedly brought misery and desolation in the past.

The least likely solution would result from implementing the errors of the past with the weapons of the future. With insularity annulled and the hope of protection dissolved, the specter of final ruin could end the hopes of man. Today militarism is nihilism, and the professor who mildly states "we may fight again" seems thoroughly unaware that the world we know might not survive another holocaust.

WALTER L. VAN DUYN

Pompton Plains, N.J.

WALDEN POND

Sirs:

Thanks from a grateful reader for "Thoreau's Thoughts" ("Thoreau's Walden," LIFE, Sept. 22). In my humble opinion, they gave your readers the richest half page ever to appear in LIFE.

The presentation of this material seemed especially timely in view of man's present bewilderment. The world needs so much a "Walden experiment" to bring it back to sanity.

R. H. FINCHER

Haynesville, La.

CONTINUED ON PAGE 27

First Day is Worst Day For Colds



Yes, the first day is the worst day to neglect a cold. So act fast. Put a little Vicks Va-tro-nol in each nostril. Va-tro-nol... **QUICKLY RELIEVES** stuffy head cold discomfort. And if used at that very first warning sniffle or sneeze, Va-tro-nol also **HELPS PREVENT** many colds from developing. Follow directions in the package.

VICKS Double-Duty Nose Drops VA-TRO-NOL

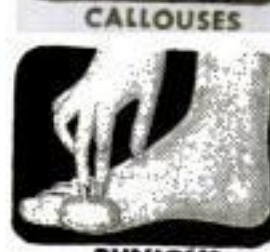
Stop CORNS!



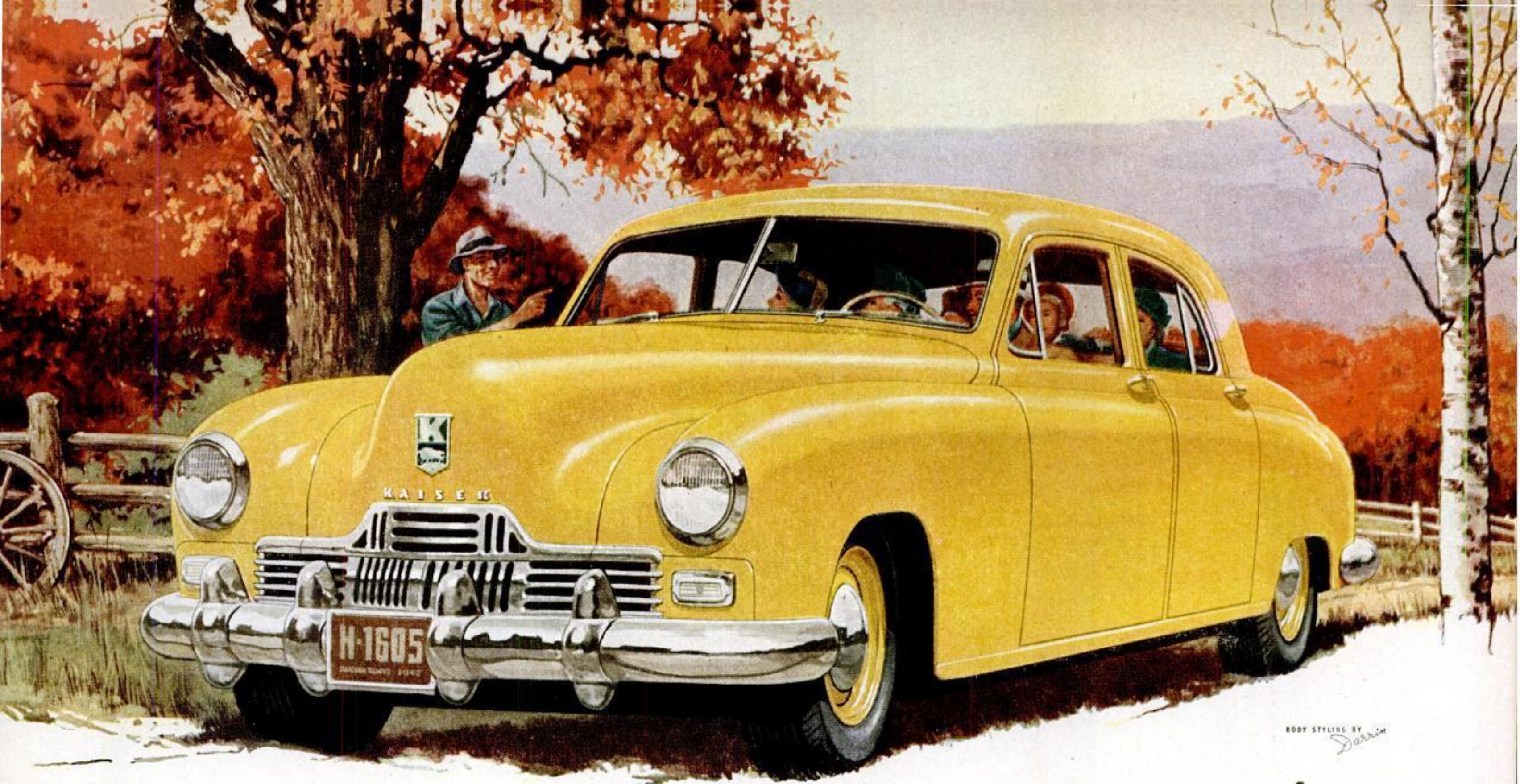
NEVER wait! ACT at first sign of sore toes from tight shoes. Protect them with Dr. Scholl's Zino-pads. You'll have instant relief and stop corns before they can develop! But if you have corns, callouses or bunions — these thin, soft, soothing, cushioning pads will relieve pain almost like magic.

Remove Corns, Callouses

You'll marvel, too, how the separate Medications included speedily remove corns, callouses. No other method does all these things. Cost but a trifle. Insist on Dr. Scholl's.



Dr. Scholl's Zino-pads



KAISER



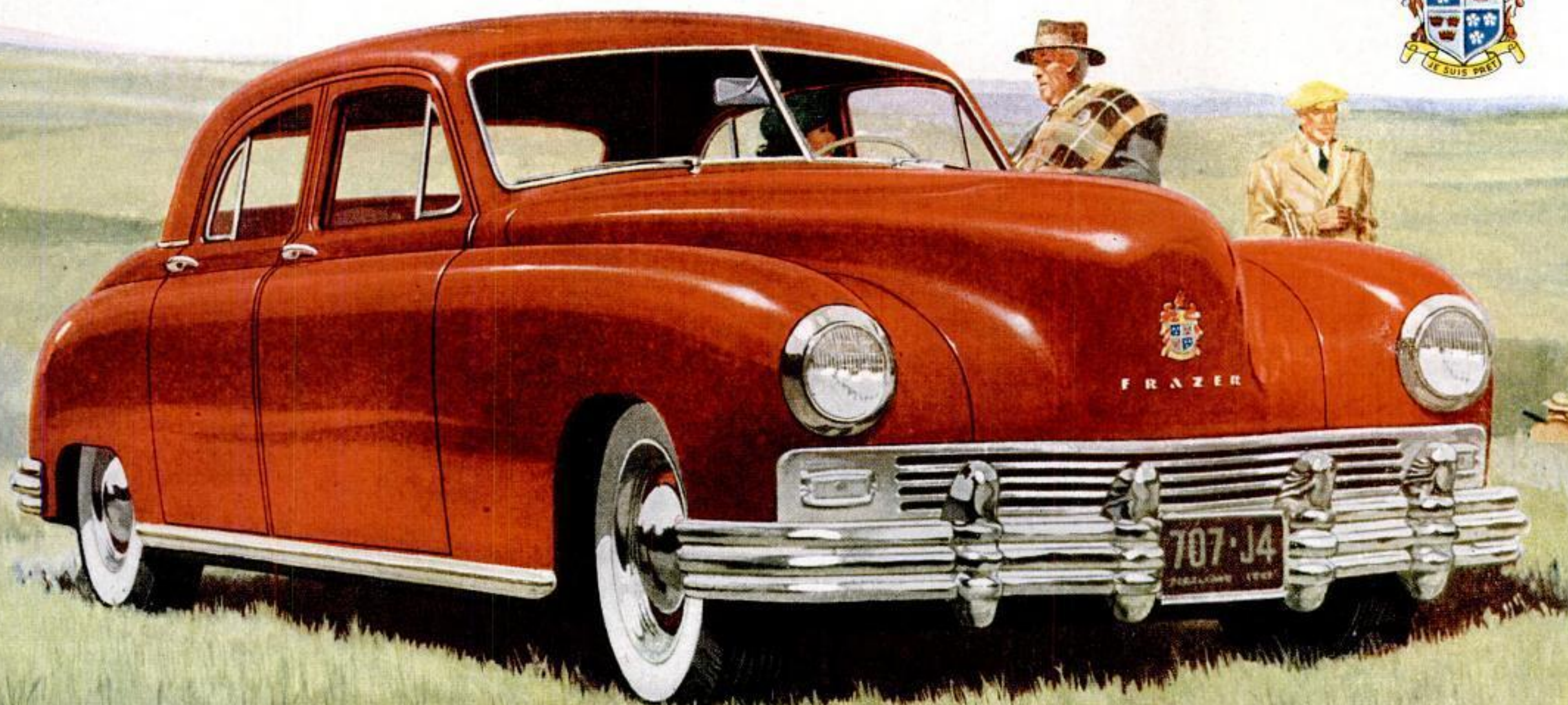
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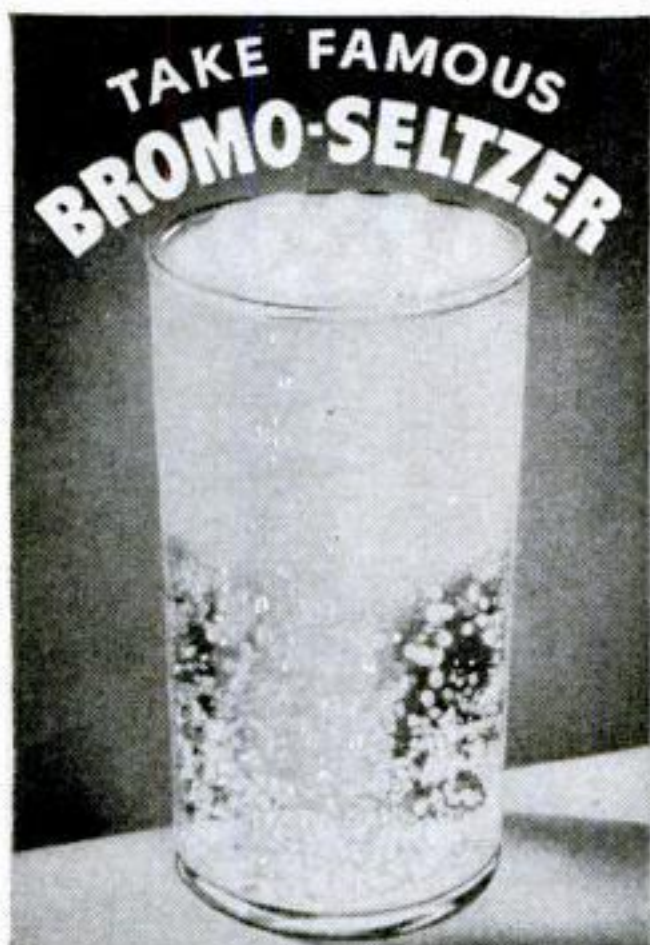
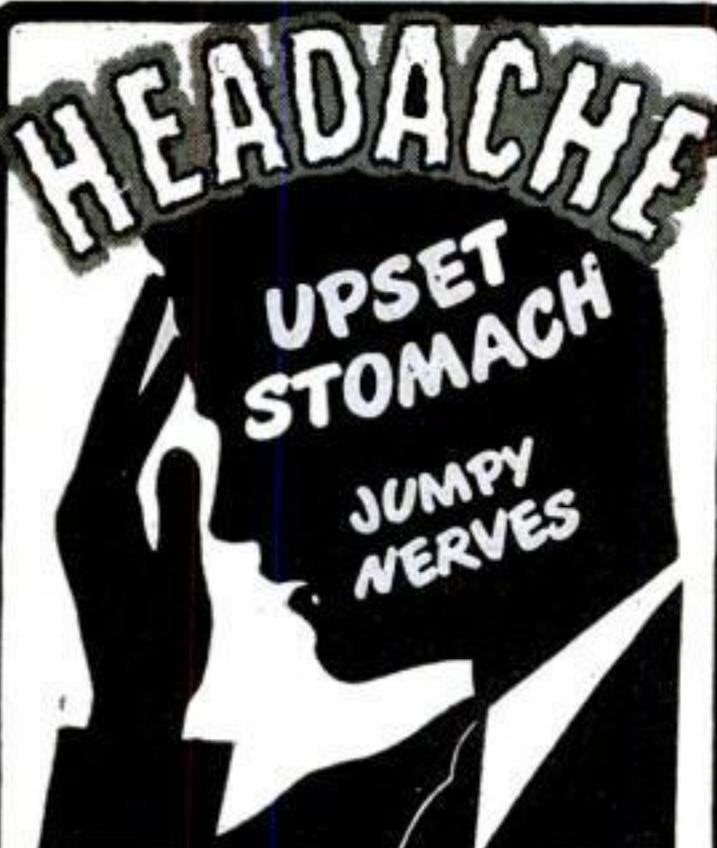


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LETTERS TO THE EDITORS

CONTINUED

Sirs:

Congratulations on your excellent pictures of Walden Pond. Actually Walden has lost much of its beauty, but as you stated it is at its best in the fall.

Thoreau's Walden, in reality, no longer exists. The present-day Walden could very easily be compared to Coney Island, because in midsummer it is a seething mass of city dwellers seeking relief from the heat. The beach facilities are located on the only part of the pond which Photographer Teale made a point not to photograph.

JOHN C. MACONE JR.

Concord, Mass.

ENTERPRISE PRODUCTIONS

Sirs:

The Sept. 29 issue of LIFE magazine contained several unfounded reports concerning Enterprise Productions Inc. As legal representative for this company I wish to bring the facts to your attention.

This company already has completed five motion pictures representing a cost of \$12 million dollars. Two of these films are now in release. Awaiting release this fall and winter are *Body and Soul*, starring John Garfield and Lilli Palmer; *New Mexico*, starring Joel McCrea, Frances Dee and Charles Bickford; and *Arch of Triumph*, starring Ingrid Bergman, Charles Boyer and Charles Laughton.

Your own review of *Body and Soul* described it as "one of the year's best movies." *Arch of Triumph*, almost two years in the making, is regarded by the motion-picture industry as one of the most eagerly awaited films of all time.

It is anticipated that these five pictures represent a potential gross of \$25 million.

Today, Sept. 29, Enterprise goes into production with a top-budget picture starring Radio Comedian Henry Morgan, *So This Is New York*. In preparation are many valuable properties that represent an enviable inventory, including *Wild Calendar*, *The Passion of Eugene Aram*, *Cairo Incident*, *Pursuit of Love* and Lion Feuchtwanger's *Proud Destiny*.

Certainly these facts indicate a successful future for Enterprise. We would be very pleased to have you determine for yourselves the validity of this information.

THURMAN ARNOLD

Washington, D. C.

● The editors of LIFE deeply regret the erroneous implications contained in the article to which Mr. Arnold refers. Investigation reveals that Mr. Arnold's points are well taken and LIFE was in error.—ED.

GHOSTS

Sirs:

It is quite evident that the author of "English Ghosts" (LIFE, Sept. 22) has had no personal contacts with ghosts whatsoever. This lack of experience induces him to ask the naive question, "Should the ghosts be abolished?"

Anyone who has seen these odd creatures knows very well that they will not appear on command or disappear on command, but their goings and comings rest on their own unpredictable wills. Experience counts in this field as well as in any other one.

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CONTINUED ON NEXT PAGE

ANN TODD, a J. Arthur Rank Organization star, soon to appear in David O. Selznick's production of Alfred Hitchcock's "THE PARADINE CASE," relaxes and enjoys a cup of brisk Lipton's.



ANN TODD says:

"What a lift I get from that brisk LIPTON flavor!"

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LETTERS TO THE EDITORS

CONTINUED

"Seeing is believing," and I don't think anyone really believes in them until they have seen one. Once having seen one it's an experience you don't forget. Mr. Busch may have profound knowledge on other subjects but he hasn't even scratched the surface of this one.

FLORENCE McCURDY
Philadelphia, Pa.

"I SPY" MOULTON

Sirs:

After summoning all the broad-mindedness at my control, I cannot find the slightest justification for the revolting portrayal of evidence for divorce ("I Spy" Moulton, LIFE, Sept. 22).

To say the least, my high regard for your magazine has dropped to almost zero.

J. LOUIS WENZEL
Pittsburgh, Pa.

Sirs:

... Are you competing with the *Police Gazette*?

! MEL DECKER
Cicero, Ill.

Sirs:

... That issue went into our incinerator . . .

MRS. GUSTAVUS H. KLINCK JR.
Troy, N.Y.

Sirs:

I can think of no other occupation except that of hangman that fills one with loathing as that of Private Detective Graham Moulton.

JOHN SWITALSKI
Chicago, Ill.

Sirs:

... If I could find nothing more useful, or at least less despicable, to do with my life than snooping around people's bedrooms, I would become a hermit.

JOSEPH JAFFER
Andover, Mass.

Sirs:

... Surely someone will punch his prying nose and kick the teeth down the throat of that blond assistant.

HAROLD G. LAMBERT
Baltimore, Md.

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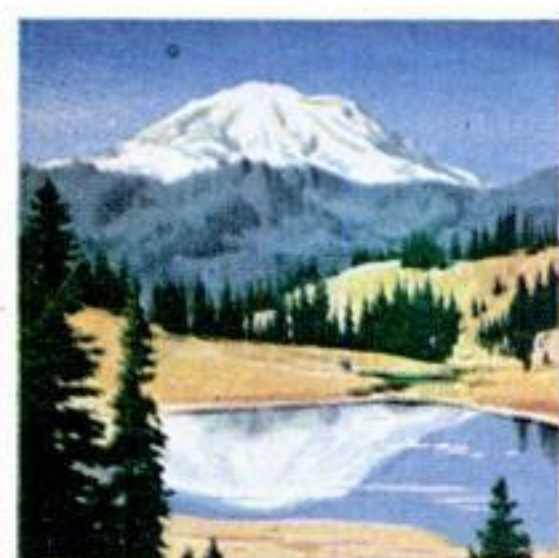
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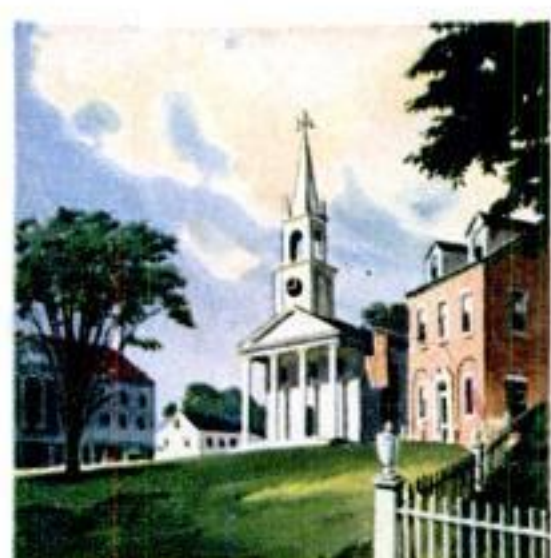
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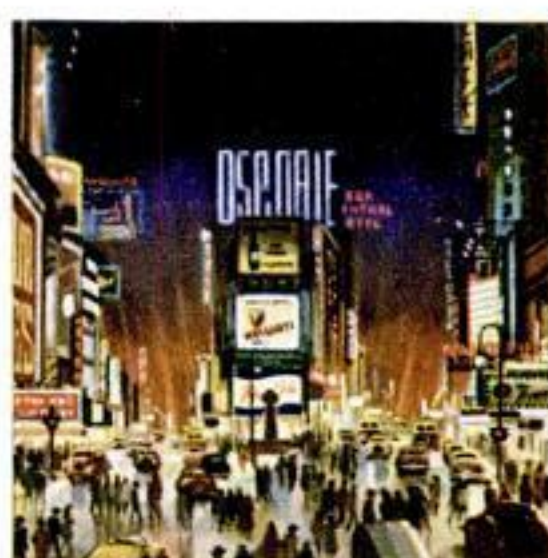
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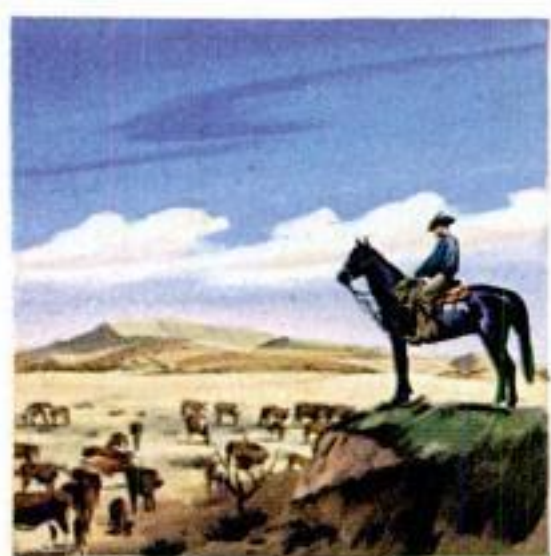
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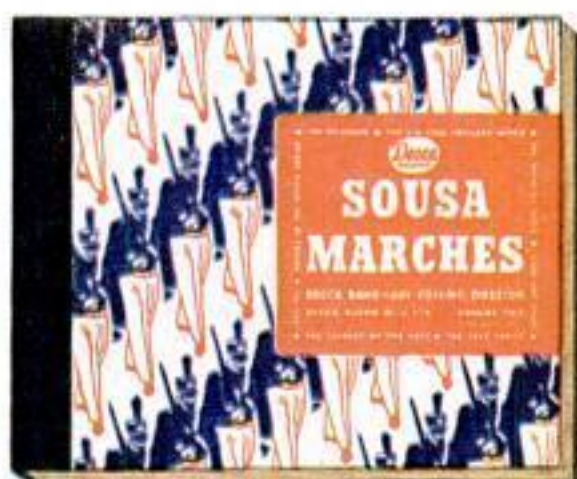
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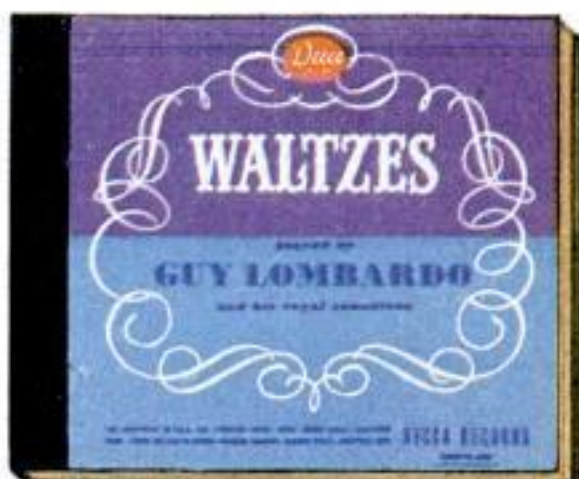
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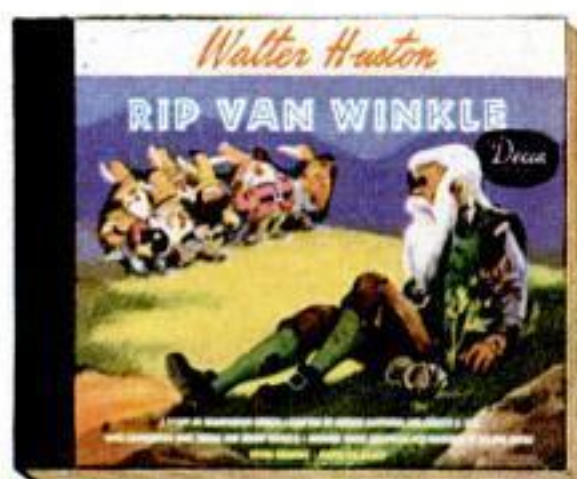
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LIFE'S COVER

The mischievous-looking young lady on LIFE's cover is Katrina Van Oss, 22, who appears in *Allegro*, the new Rodgers and Hammerstein musical play which opens on Broadway with a flourish this week (pp. 70-72). Katrina was born in Pennsylvania, spent nine years with her family in Holland, studied later at New York's Juilliard School of Music and sang in a trio with Xavier Cugat's orchestra. She had a very small part in *Annie Get Your Gun* last year, now has a more important role in *Allegro*.

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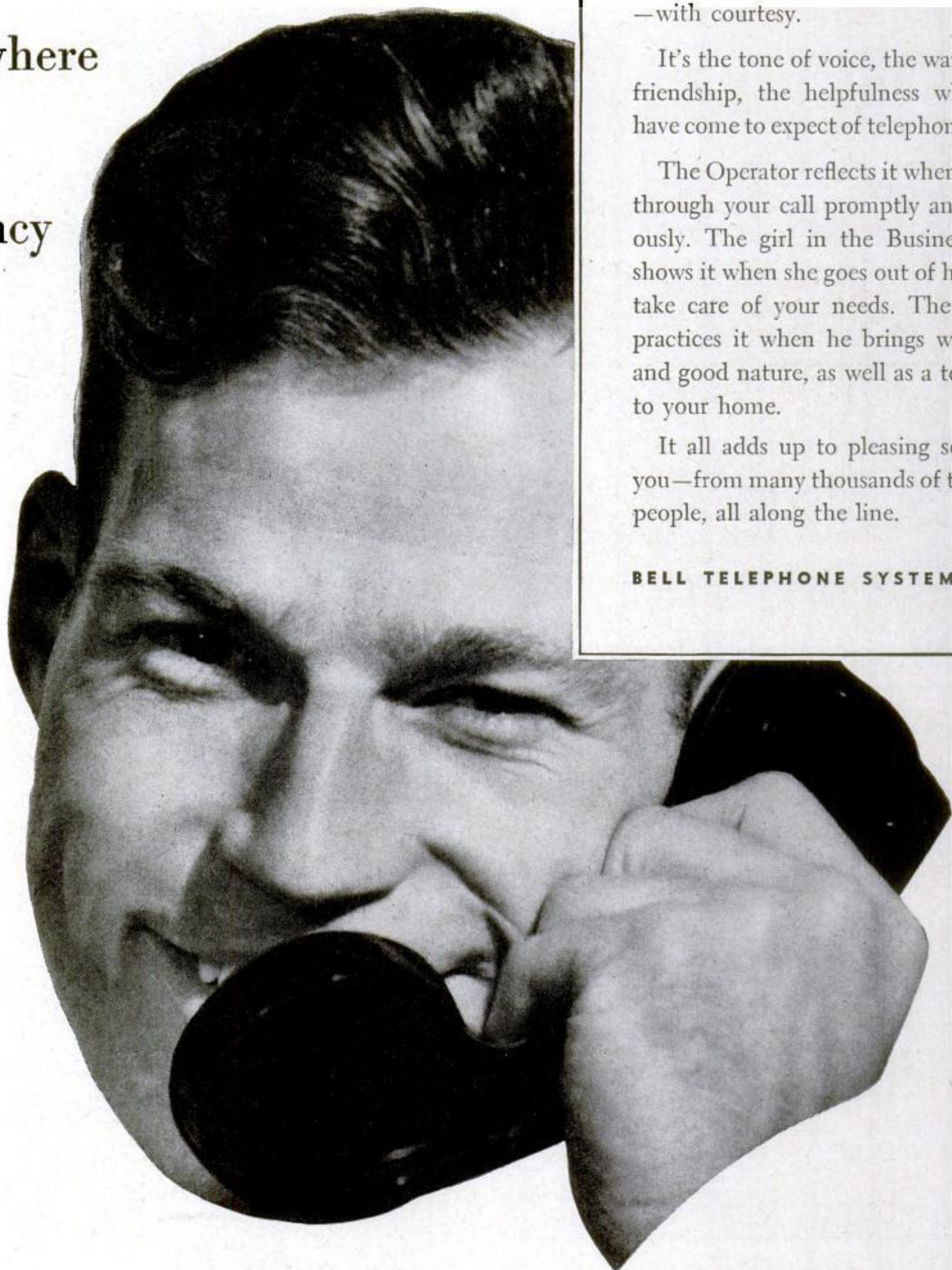
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BEYOND THESE HILLS LIES COMMUNIST CHINA. HERE A NATIONALIST SENTRY GUARDS A VITAL RAILWAY LINE AGAINST GUERRILLA RAIDS

A REPORT to the American People on CHINA

by WILLIAM C. BULLITT

A distinguished diplomat, on assignment in the Far East for LIFE, finds that:

- Without U.S. help China is doomed to become a satellite of Russia
- China can be saved—for only one twentieth the cost of helping Western Europe under the Marshall Plan
- But we must act at once

TO prevent the domination of China by any nation which might eventually mobilize the 450 million Chinese for war against us is a vital interest of the U.S.

Only two great powers have threatened to dominate China—Russia and Japan—and the U.S. has opposed whichever of those powers has been momentarily the more dangerous aggressor. Today Japan is no longer a great power. But Soviet imperialism, following in the footsteps of Czarist imperialism, and using the Chinese Communists as instruments of Soviet power politics, is striving to reduce China to the status of a satellite of the Soviet Union. Not merely the territorial integrity of China but her very independence is at stake. In our own self-defense, therefore, we must act to prevent Soviet domination of China and the eventual mobilization of Chinese manpower for war against us.

Can China be kept out of the hands of Stalin? Certainly—and at a cost to ourselves which will be small compared to the magnitude of our vital interest in the independence of China.

By what means? Before answering that question let us glance briefly at some events of the past 20 years and some aspects of the present situation which should influence our conclusions.

In the year 1928 Generalissimo Chiang Kai-shek completed his conquest of the northern war lords and established the authority of the national government. The period from 1928 to 1937 was one of great progress, in spite of the seizure of Manchuria by the Japanese in 1931. By 1937 the national revenues had been trebled and the national budget brought close to balance. The New Life Movement, started by the Generalissimo, had infused a fresh, creative idealism into many Chinese, especially the youth. The Communists, confined to poverty-stricken Shensi, seemed powerless, and many believed that, in spite of the loss of Manchuria, China could and would win her way back quickly to economic health and national strength.

The Generalissimo was wiser. In the private papers of President Roosevelt will be found a report of a mission to Nanking on which I was sent by the President in the autumn of 1934. In the course of a series of long conversations the Generalissimo made predictions which for foresight and

wisdom have rarely been surpassed in the annals of statesmanship. He felt certain that the Japanese would not permit China to recover her strength but would strike again, because Chinese reconstruction was going too well and too quickly to suit them. He predicted that Japan would attack by 1937 at the latest. The attack came in 1937. He predicted that the attack would be started by a trumped-up incident in the area between Peiping and Tientsin. It was started at the Marco Polo Bridge near Peiping. He said that he would fight in North China and lose; that he would fight at Shanghai, Nanking and Hankow and lose them all; that he would then place his capitol at Chungking in the remote province of Szechwan; that he had just invested \$100 million (Chinese) in the construction of small-arms factories in the Szechwan cities of Chungking and Chengtu; that the Japanese would never get into Szechwan; that he would never make peace with them so long as he lived, and that in the end they would be defeated. That is the exact history of the events from 1937 to 1945.

He then predicted that after the defeat of Japan, if he were still alive, he would face his greatest difficulties. The country would be ruined, the people exhausted. To lead the Chinese to the peaceful establishment of democratic institutions and modernization of their ancient civilization was the ambition of his life, but it would be a harder task than even the defeat of the Japanese.

In that also he saw clearly. There is no truer saying than the old French one: "To govern is to foresee." Chiang Kai-shek foresees.

Yalta—disgraceful document

WHAT Chiang Kai-shek did not foresee, however, was the possibility that China might be betrayed by her allies in the war. In the latter part of November 1943 the Generalissimo met President Roosevelt and Prime Minister Churchill in Cairo, and at the close of their conference they issued the following joint statement:

"Cairo Declaration, December 1, 1943. President Roosevelt, Generalissimo Chiang Kai-shek and Prime Minister Churchill.

"It is their purpose that Japan shall be stripped of all the islands in the Pacific which she has seized or occupied since the beginning of the first World War in 1914, and that all the territories Japan has stolen from the Chinese, such as Manchuria, Formosa and the Pescadores, shall be restored to the Republic of China."

But 14 months later at Yalta, on Feb. 11, 1945, President Roosevelt signed with Marshal Stalin and Prime Minister Churchill, secretly, behind the back of China, an agreement by which vital rights of China in her province of Manchuria were sacrificed to Soviet imperialism. No more unnecessary, disgraceful and potentially disastrous document has ever been signed by a President of the U.S. Unnecessary, because at a time when it was obvious that no power on earth could prevent Stalin from declaring war on Japan at the last minute, we bought his entry into the war at the expense of a major injury to our ally, China. Disgraceful, because all the weasel words in the world cannot convince any fair-minded man that we kept our Cairo pledge to China. Potentially disastrous, because we handed to Stalin a deadly instrument for the domination of China and thereby paved the way for war in the Far East. This Yalta Agreement reads as follows:

"The leaders of Three Great Powers—the Soviet Union, the United States of America and Great Britain—have agreed that in two or three months after Germany has surrendered and the war in Europe has terminated the Soviet Union shall enter into the war against Japan on the side of the Allies on condition that:

1. The status quo in Outer Mongolia (the Mongolian People's Republic) shall be preserved.
2. The former rights of Russia violated by the treacherous attack of Japan in 1904 shall be restored, viz:
 - a) The southern part of Sakhalin as well as all the islands adjacent to it shall be returned to the Soviet Union.
 - b) The commercial port of Dairen shall be internationalized, the pre-eminent interests of the Soviet Union in this port being safeguarded and the lease of Port Arthur as a naval base of the U.S.S.R. restored.
 - c) The Chinese-Eastern Railroad and the South-



WILLIAM C. BULLITT, former ambassador to Russia and France, visited China before the war as President Roosevelt's personal representative. Returning this year as a reporter for LIFE, he spent two months gathering material for his present report.

Manchurian Railroad which provide an outlet to Dairen shall be jointly operated by the establishment of a joint Soviet-Chinese Company, it being understood that the pre-eminent interests of the Soviet Union shall be safeguarded and that China shall retain full sovereignty in Manchuria;

3. The Kuril Islands shall be handed over to the Soviet Union.

"It is understood that the agreement concerning Outer Mongolia and the ports and railroads referred to above will require concurrence of Generalissimo Chiang Kai-shek. The President will take measures in order to obtain this concurrence on advice from Marshal Stalin.

"The Heads of the Three Great Powers have agreed that these claims of the Soviet Union shall be unquestionably fulfilled after Japan has been defeated.

"For its part the Soviet Union expresses its readiness to conclude with the National Government of China a pact of friendship and alliance between the U.S.S.R. and China in order to render assistance to China with its armed forces for the purpose of liberating China from the Japanese yoke.

Joseph V. Stalin
Franklin D. Roosevelt
Winston S. Churchill

February 11, 1945.
Yalta, U.S.S.R."

Let us see what this means.

Paragraph numbered 1 means that the Communist state set up by the Soviet Union in the Chinese province of Outer Mongolia shall be permanently detached from China.

Paragraph numbered 2 recognizes that the "rights" which Russia acquired by the most brutal use of force in Manchuria following the Boxer Rebellion of 1900—"rights" the validity of which had always been denied by the U.S. government and contested in our Open Door doctrine—were legitimate rights—thus stultifying the policy of John Hay and Theodore Roosevelt.

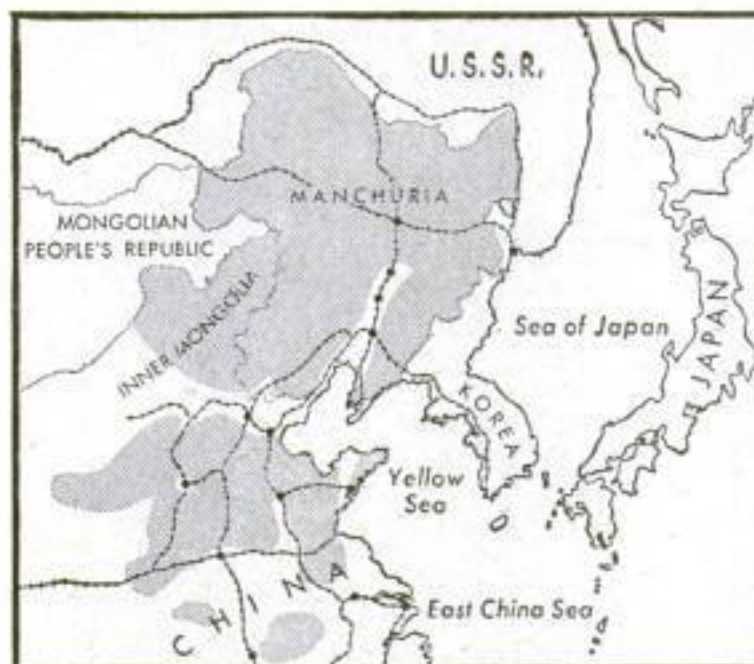
Paragraphs numbered 2b and 2c give the Soviet Union not only "pre-eminent interests" in the great Manchurian port of Dairen and full control of the great naval base of Port Arthur which protects it, but also "pre-eminent interests" in the railroads which lead from the Soviet Union to Dairen and split Manchuria from the northwest to the south.

This is as if allies of the U.S., secretly, should agree to give to the Soviet Union "pre-eminent interests" in New York City and full control of the forts guarding the harbor, and "pre-eminent interests" in the New York Central Railroad from the Great Lakes to New York City. We should consider that a curious way to carry out a pledge that New York State would be restored to us, even though we were told piously that we still had full sovereignty over it. Manchuria, which contained 70% of the industrial strength of China—until the Red Army seized and shipped to the Soviet Union \$2 billion worth of industrial machinery—is no less important to China than New York State is to the U.S. And the Chinese think that we chose a somewhat curious way to carry out our Cairo pledge to restore Manchuria to China.

Cynical indecency

BUT the two unnumbered paragraphs following the paragraph numbered 3 contain the cream of the evil jest. First, President Roosevelt agrees that, when Stalin tells him to, he will "take measures" to obtain Generalissimo Chiang Kai-shek's consent to this insertion of the Soviet Union into the heart of Manchuria. Second, the heads of the three great powers agree that the Soviet Union's claims "shall be unquestionably fulfilled"—in other words, fulfilled whether or not China consents. For cynical indecency these paragraphs are without parallel in the diplomatic history of the U.S.

As all Americans now know, President Roosevelt after our entry into World War II based his foreign policy and his hopes of world peace on the gamble that he could convert Stalin from Soviet imperialism to democratic collaboration. Although on Feb. 10, 1940 the President had stated, "The Soviet Union, as everybody who has the courage to face the fact knows, is run by a dictatorship as absolute as any other dictatorship in the world," he began to have the Soviet Union referred to in official



CIVIL WAR centers around railroad lines. Areas shown in gray are held by Communists.

CONTINUED ON PAGE 139

THE MAIN POINTS OF BULLITT'S ARGUMENT



Chiang Kai-shek held his suffering country together through 10 years of war.



Despite terrible beating from Japanese, China survived, saw hope of peace.



But China was shamelessly betrayed into Stalin's hands at the Yalta Conference.



Manchuria's vital ports, Dairen and Port Arthur, were served up to the Russians.



Russia turned over rest of Manchuria to Chinese Communists, abetted civil war.



During World War II Chinese troops trained by U.S. reached highest level of efficiency.



But we withdrew our forces from China, leaving her to fend for herself.



U.S. surplus, urgently needed by Chinese government, was left to rot in jungle.



General Marshall's effort to end civil war was thwarted by Communist trickery.



Prolonged war brought terrible inflation. Money and gold bar above have equal value.



Our surplus arms, now worthless, should be sent at once to equip the Nationalists.



Unless we help, China's weakened armies will fail, country will fall to the Russians.

THE REPUBLICAN RACE

EVEN WITHOUT ANY GENERALS IT IS A RICH FIELD AND SHOWS A GOOD SYSTEM AT WORK

"Lead us forward, Mr. Truman," asks Harold Ickes, with a note of desperation that is heard often these days. While the world slips and slides toward Communism, our national capacity for action seems to be doped. Columnist Stewart Alsop predicts the death of American civilization from eating too much meat. Our foreign policy, as Senator Taft pointed out last week, has been quite barren of good results. Do Americans just lack the vocation for world leadership? Are we politically incompetent?

Maybe so. Yet look at us on our home ground and you find evidence that Americans are still the most politically talented people on earth. The measure of this talent is the amount of personal liberty, self-government and democratic decision that a highly complex nation of 142 million nonhomogeneous people accords itself. Whether or not this adds up to world leadership, democracy works (*i.e.*, fulfills its own promises) in America today better than any form of government ever worked in any large country ever.

A Wide-Open Race

This bold assertion seems timely not only for balance's sake, but also because there is a fine current example of U.S. politics at their strenuous best in the Republican race for the presidential nomination. It is fashionable, even among some old-line Republicans, to deplore the absence of what looks like a Great Man from that race. This leadership-hunger helps account for the phenomenal Eisenhower boom. But without wishing to prejudice anyone's candidacy, it seems to us that the reassuring thing about the Republican race is not Eisenhower but the rich variety of personalities, including Eisenhower, who are already in there flirting with the world's biggest job. A bettor with perfect knowledge of every Republican politician's mind could not, at this stage, give even money on any one of them. The only safe prediction is that the Philadelphia convention will probably be a fight.

Despite the variety of candidates, they are not fighting about much of anything except the nomination. For once, no great issues or principles divide the leaders of the Republican party. Thus the would-be Republican voter is in the pleasant position of being able to survey a rich field and pick his man, not on a basis of ideological blacks and whites but on a basis of the pastel shades of personality. The old question has a new point: whom do you like?

Take TAFT. Until recently his name was a hissing and a byword among the liberals, and not without reason. With his talent for tactlessness, he has lambasted more sacred cows than any man in politics, from the Nürnberg trials to the League of Women Voters. Yet Taft's record in the 80th Congress, and also his Western tour speeches, disclose a brave and brainy man with a very special value to the nation. Since the timely eclipse of John Bricker, Taft is the answer to an extremely important question, namely, "How conservative can you get?" Because he believes in the conservative solution to practically everything, he takes the responsibility of proving just how far that solution will work. If the

Taft-Hartley bill had been as unjust and as unworkable as labor leaders claimed, Taft's name would now be mud. Instead he has made conservatism respectable. The West Coast pickets who booed at Taft were obviously not the toiling masses but Communists. Taft, with his self-imposed obligation to be right-minded, took the political gamble that has made this obvious to the country. For the widest right-end runs within the margin of responsibility, Taft is indispensable. He is also, it happens, incorruptible and devoted to civil liberties. What an attorney general he would make!

Take DEWEY. Until last week he led all the polls and was in fact the only Republican who out-pollled Truman at the peak of Truman's popularity this summer. As a proven vote-getter, he will stand a better chance at the convention the closer the election looks. To be sure, the party leaders would rather choose someone else. For reasons partly personal, he doesn't radiate or arouse that old G.O.P. spirit, the national key to which lies somewhere in the Middle West. Dewey is not a self-authenticating source of Republican doctrine the way Taft is. Both the professionals and the liberals doubt whether he is what both call "sincere." That may be why he is such a vote-getter: the millions who distrust politicians know that Dewey wears no man's collar (no dogma's either). On his banner the big word is something we could all use: success.

Take STASSEN. A year ago he seemed hardly to have a look-in with the party leaders. While they divided up the power in their newly won Congress, Stassen continued his lone, cold, calculated campaign to make himself synonymous with Republican liberalism and Republican youth. This has involved him in so many seven- and ten-point programs ticked off in a debating-society vacuum, that the professionals stopped paying attention. Yet his modest persistence in his self-chosen career has at least won him a real chance at the vice presidency. Like that of the late Wendell Willkie, Stassen's career illustrates just how open-ended presidential politics can be. To get into them the first requirement is a serious desire to be President. The Alger side of American politics, a source of their great strength, is revindicated by men like Stassen, who by believing in it keep it true.

With VANDENBERG the "serious desire to be President" is about the only ingredient lacking (*LIFE*, March 17). A real Midwesterner, he shares with Taft the responsible formation of Republican policy. At a time when most Americans were sweating out radical changes in their private views on foreign policy, Vandenberg did the same thing in public, and at a rate which has lost him no American's confidence (except Colonel McCormick's) and won him international respect. He is perhaps the least controversial candidate the Republicans have, without being either evasive or stuffy. "I'm half a liberal and half a conservative," he says. "The liberalism derives from my having been poor, the conservatism from having got moderately rich." Not only is he a very senatorial-looking man, but he thinks, talks and acts in that responsibly patriotic style which suggests the great tradition of Daniel Webster. Webster, by the way, was not only

a good senator but a good Secretary of State.

Take WARREN, most favored of the favorite sons, most dappled of the dark horses. His trading position in the party is about what it was in 1944, when he was able to decline Dewey's offer of the vice-presidential nomination partly because the job doesn't pay enough for a man with six kids. (It still pays only \$15,000). With another term of successful governorship behind him, Warren is more popular throughout the West than ever. To know him is to be reminded that George Babbitt, even in Sinclair Lewis' hands, is an essentially likable and admirable fellow.

Besides Warren the party has a fistful of darker horses. Consider the problem of a Massachusetts delegate at this stage, who has to choose among at least three local boys: Senator Saltonstall, Senator Lodge and Speaker of the House Joe Martin. Such is the Republican race as of now: plenty of good entries, and so unpredictable that the man who will win it may not even find his name in this list.

Along Comes Ike

On top of all this comes the Eisenhower boom. The Gallup poll now gives him a margin over Truman of 55% to 45%, better than the last showing Dewey made on the same poll. The Republican politicians all agree that he would make an ideal candidate. He might even make a good President, for Ike was a politician-general in the best sense, and anyone who can hold war allies in harness can perhaps do as much with domestic factions. Ike is said to be worried lest his own boom be premature. But his boom may not just fizzle; it may turn into something else: a MacArthur boom. That could happen if the cold war with Russia gets really tough before next June. Just as the fourth term issue was easier to swallow than the third, so we might find it easier to take a stern old general if we had first pictured a good-natured young general in the White House. The uniform would not be much of an issue. Indeed it never has been in the U.S.

But shouldn't it be an issue? We think it should to this extent: the voters have no business turning to war heroes on the ground that there's nobody else around. There are plenty of good mufti candidates around. They have been churned up by the time-proven processes of U.S. politics. The impulse to by-pass them is not a democratic impulse. Even at the cost of momentary glamour, we will add stature to America's and democracy's reputation by sticking to our familiar system. It has worked better longer than any other system, and as far as the Republican party is concerned, it is working today like all get-out.

PICTURE OF THE WEEK: ➔

The horse in the picture opposite was competing at Melbourne's Agricultural Show recently when he suddenly tripped on one of the hurdles. An alert photographer took this remarkable photograph as Rider Ted McCoy frantically freed himself of his somersaulting mount. McCoy escaped with nothing worse than bruises. But in the smashing fall a split second after the picture, the horse was killed.



IN AUSTRALIA A HORSE CALLED "CHURCHILL"
TWISTS INTO A SPECTACULAR SOMERSAULT
AFTER STRIKING HURDLE IN FRONT OF STAND

MR. LUCKMAN GOES TO WASHINGTON

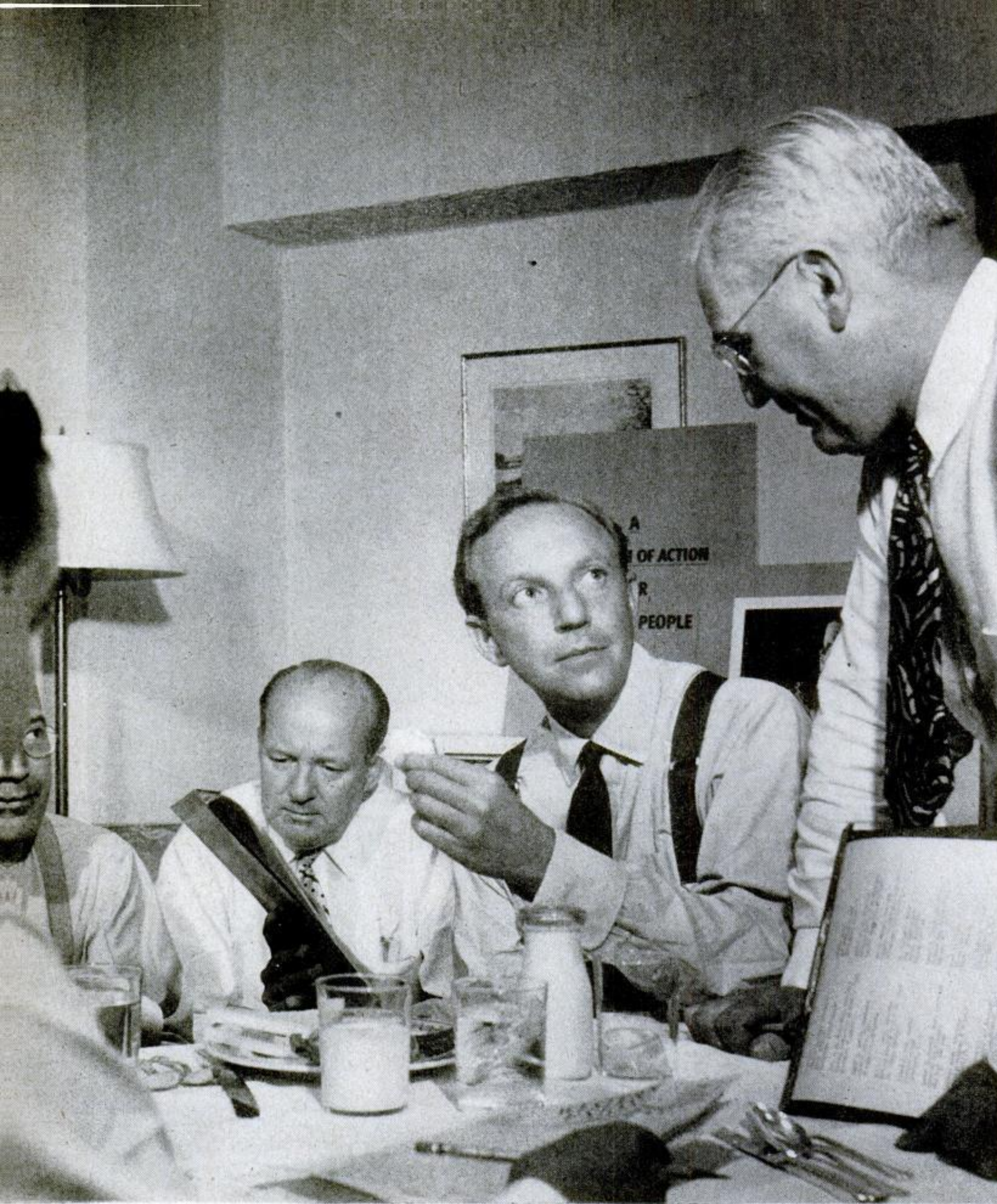
The boy wonder of soap advertising starts to sell a food-saving plan

Room 616 of Washington's Carlton Hotel was a hucksters' paradise last week. Strewn about were \$100,000 worth of slogans and posters. High-voltage experts on public relations, motion pictures, radio and promotion stunts were working through the night. A phonograph piped spot radio commercials. Room 616 was the headquarters of Charles Luckman, 38-year-old wonder boy of U.S. sales promotion, \$300,000-a-year president of Lever Brothers soap company and since Sept. 25 chairman of President Truman's Citizens' Food Committee. Old Washington hands had not seen anything like Mr. Luckman since the early days of the war.

"Chuck" Luckman's task is startlingly clear. Europe needs 570 million bushels of grain this winter. The U.S. will have only 470 million bushels available. Luckman has to furnish the 100 million-bushel difference by selling the nation a voluntary food-saving program.

Luckman and Co. came up fast with the first idea: one meatless, one breadless, one poultryless day a week. But the National Restaurant Association told him meatless days "cause endless trouble and don't save anything." Bakers, packers and poultrymen said no soap. Blocked at the first turn, Luckman had to stall reporters with old saws about piling less on plates, using leftovers.

But by week's end Luckman had rolled with the first punch and was swinging once again. He was ready to promote new plans with all the stunts of the soap advertisers: radio plugs, posters and slogans. With such devices Luckman has very successfully made people want more of his product. Whether the same devices can successfully make them want less food remains to be seen.



BETWEEN COUNSEL BARNES (LEFT), PUBLICITY MAN GONSER (RIGHT) LUCKMAN WORKS THROUGH DINNER



WITH REPORTERS at White House press conference Luckman is badly needed. He had promised them to outline a "definite and specific" plan but spoke in general terms.



WITH ADVISERS Luckman goes over posters and slogans prepared by advertising agencies which are now handling both his soap-selling campaigns and food-saving plan.

LEAVING HIS BUSY ASSISTANTS WORKING IN HIS SUITE,
MR. LUCKMAN HUSTLES OUT TO KEEP AN IMPORTANT DATE





INVADING HORDES OF LOCUSTS descend on Plaza de Mayo in Buenos Aires, where two boys happily swat them about. In background is Casa Rosada, or Pink House,

Argentina's executive mansion, from the windows of which President Juan Perón can see at firsthand one reason for Argentina's recently lowered crop estimates. The barren trees



screening the Pink House have not been defoliated by these adult locusts (their young do the damage) but are still leafless because Buenos Aires is just emerging from winter.



IN THE FARM COUNTRY A HELICOPTER TAKES ON A CARGO OF ANTILOCUST DUST

LOCUST INVASION

Argentina calls out U. S. helicopters to fight them when they swarm right into the president's dooryard

The spring air of Argentina was full of helicopters and *langostas* last week. In Spanish *langosta* means both lobster and locust. In this case the intruders were locusts, but they were nearly as big as lobsters. In Buenos Aires they swarmed about President Juan Domingo Perón's pink palace (left) and in the Argentine farmlands they darkened the sky, worse than ever before.

To combat the invasion Perón's government mobilized a half-dozen helicopters from the U. S. The flying windmills, looking rather like superlocusts, dropped tons of poisoned dust in the most seriously affected rural areas. The clouds of dust and the helicopters' whirling blades killed some of the adult locusts, but the big hope of farmers was that generations yet unhatched would die in the egg.



DEAD LOCUSTS form a gradually increasing pile under a tree which has been dusted with dinitro ortho cresol, highly effective poison compound which kills them on contact.



LAVAGETTO HITS THE 137TH PITCH TO END THE GAME

MOST EXCITING TWO MINUTES

With the Dodgers hitless until the last half of the ninth inning

The most spectacular two minutes in the history of the World Series occurred between 3:48 and 3:50 p.m. on the afternoon of Friday, Oct. 3. These two exciting minutes and their riotous aftermath are pictured on these pages.

The scene was Brooklyn's Ebbets Field and the time was the last half of the ninth inning. Yankee Pitcher Floyd Bevens was well on his way to the first

no-hit game in series history. He had just retired two Brooklyn batters. But in doing so he had also walked two others. The fans were going crazy. They had seen spectacular baseball all afternoon, with Yankee fielders making running, jumping, diving and one-handed catches. They had seen Brooklyn's Pitcher Hugh Casey replace Pitcher Henry Behrman, make one pitch, catch the ball and start a



THE VICTORS DANCE wildly immediately after winning run crosses home plate. Jackie Robinson (No. 42), Pee Wee Reese (1) and Ed Stanky (12) dash off in all direc-

tions while Eddie Miksis (34), who scored the winning run, does a high kick. Only Gene Hermanski (22) remains calm. Yankee Catcher Yogi Berra (top) sadly leaves the field.

IN HISTORY OF WORLD SERIES

Pinch-Hitter Cookie Lavagetto wins the game and is hero for a day

double play that retired the Yankee side. Now, with the Yankees leading 2 to 1 the no-hit game looked like a cinch.

But then the excruciating moment came. Brooklyn's last batter was a pinch-hitter named Harry ("Cookie") Lavagetto. Calmly Bevens pitched the first ball. Lavagetto swung—and missed. But at the next pitch there was a sharp crack of the bat (*top*

left), the ball bounced off the right field wall and the two base runners scored. In that short period Bevens had lost a one-hit game, Brooklyn had tied up the series and Cookie Lavagetto had become the Hero of Flatbush.

Next day he was a Bum again. In the fifth game of the series the Yankees led by one run. With two out in the ninth Lavagetto came up. He struck out.



PITCHER FLOYD BEVENS UNLEASHES HIS FAST BALL



ACQUISITIVE FAN (in checked shirt, foreground) swipes Lavagetto's cap during victory brawl. Lavagetto attempts to get it back but cannot shake off his well-wishers.



THE SACRED SPOT where Lavagetto's winning hit bounced off the right field fence is fondly studied by Dodger fans gathered there even half an hour after the game's end.



LOSING PITCHER Floyd Bevens (*left*) and Outfielder Joe DiMaggio walk wearily to their dressing room. Bucky Harris locked the door and team just sat around in silence.



STILL CELEBRATING in locker room, Manager Burt Shotton gives Lavagetto a hug. Dodger President Branch Rickey had tried to farm Lavagetto out only last spring.



RESOLUTIONS COMMITTEE, shown here at one of its sessions, was dominated by Fred ("Blackie") Myers (*in hat*), who was formerly vice president of the union and is a

member of Communist party. Aim of the Communist faction is to keep all important committees and offices sewed up so tight that Joe Curran will be a figurehead president.

A UNION FIGHTS ITS REDS

Maritime workers' convention brings a showdown between right and left

The battle over Communists in the C.I.O., which leaders like Phil Murray have been trying to fight in private lest dissension wreck the union, broke out into the open last week at the New York City convention of the C.I.O. National Maritime Union. The maritime workers' president Joe Curran, who has frequently been accused of playing along with his union's big Communist faction to keep his job, finally decided that there was no further point in compromising. He therefore stood up and delivered one of the most scathing denunciations of the Communists ever made by a U.S. labor leader. The Communists, he declared, had organized "boogie and

goon squads" to disrupt meetings, had used all the tricks in the book to "jam through their disruptive policies," had pushed their members into jobs at union headquarters until "today almost all of our employes are under the party's domination and control." The Communists made no reply but continued to work quietly through such committees as the one on resolutions (*above*). Apparently they controlled a solid bloc of about 325 of the 750 delegates. In fact their influence was so great that when Joe Curran sat down to rest he found himself in front of a Communist-inspired poster (*opposite page*). The showdown battle could go either way.



DELEGATES PUNCH TIME CLOCK AS MEETING STARTS



ON CONVENTION FLOOR everybody seems to be seeking recognition at once. Except inside the Communist machine, the union is one of the most democratic in the U.S.

Members attend conventions in shirtsleeves and work clothes, punch a time clock to prove they put in a full day, speak up without fear or even much respect for their officers.

1946
1947

*One
Year
of*

REACTIONARY
80TH CONGRESS

SMASHED
PRICE CONTROL

TAFT-HARTLEY
SLAVE LAW

WAR
HYSTERIA

Imperialist Intervention in GREECE and TURKEY

UNEMPLOYMENT

FIRST STAGE
ECONOM

DEPRESSION

Government-Sanctioned STRIKE 'NG

ANTI-COMMUNIST President Joe Curran, taking a moment of rest from his strenuous fight on the convention floor, sits in solitude in front of a poster prepared by his pro-

Communist opponents in the union. The reference to U.S. program of aid to Greece and Turkey as "imperialism" is typical of Communist faction's stand on foreign relations.



WOULD-BE STOWAWAY DORIS VON KNOBLOCH SADLY PULLS ON HER SWEATER. SHE HAD PARTIALLY STRIPPED WHEN IT GOT TOO HOT IN THE AIR FREIGHT OFFICE

GIRL-IN-THE-BOX

Lovesick fraulein tries to send herself to U.S. by air freight

In Frankfurt last week a startled employee of the American Overseas Airlines saw a girl peeking out of a freight box awaiting shipment to the U.S. The girl turned out to be 21-year-old Doris von Knobloch, a lovesick fraulein who wanted to join Rolph Berndt, her refugee fiance, in New York.

A helpful GI had delivered the 5-foot, 4-inch fraulein to the A.O.A. office in the box, which was only 29 inches long, 21 inches wide and 21 inches

high. It was addressed to Berndt. But for the fact that her friend neglected to pay the charges, Doris probably would have been loaded and shipped.

Although, in New York, Berndt cried, "This shows how much she loves me!" it also showed remarkably little common sense. Airline officials pointed out that Miss von Knobloch would obviously have frozen to death in the plane's unheated freight compartment before reaching New York.

CHESTERFIELD IS MY FAVORITE
CIGARETTE AND ALWAYS TOPS
WITH MY GUESTS

Dorothy Lamour

STAR OF PARAMOUNT'S GREAT PICTURE
"WILD HARVEST"



ALWAYS BUY

CHESTERFIELD
RIGHT COMBINATION - WORLD'S BEST TOBACCOS



Another

CUR

ALSO PEPSIN, SPEARMINT

Makers of Baby Ruth and



WRTISS *Product*

AND HAWAIIAN FRUIT

Butterfinger Candy Bars



Born Leader

PAUL JONES has been a leader among fine whiskeys for 82 years. Today, it is made in the same slow, old-fashioned way—to make your drinks taste especially rich and hearty. One sip will reveal why Paul Jones is first of all... for flavor!

*Fine Blended Whiskey. 86 Proof. 72½% grain neutral spirits.
Frankfort Distillers Corporation, New York City.*

Paul Jones
FIRST OF ALL... FOR FLAVOR!



© N.Y. DAILY MIRROR

①

IN A BROOKLYN COURT 11-YEAR-OLD BARBARA ANN SMITH SOBS UNCONTROLLABLY WHILE OFFICIALS OF THE CHILDREN'S AID SOCIETY TRY TO COMFORT HER

BARBARA ANN GOES HOME

When Barbara Ann Smith (*above*) was 6 weeks old in 1936, her mother was unable to support her. The Brooklyn Children's Aid Society took Barbara from her mother and placed her in the home of Mr. and Mrs. Otto Koch of Queens, N.Y., where for almost 11 years Barbara grew up as the Koches' own child. She took their name and happily forgot the fact that they were not her parents. Then suddenly last Aug. 18 the Children's Aid Society decided to move Barbara to what it considered a more suitable place. She was sent to another fos-

ter home on nearby Staten Island. The society had its own reasons for this action, but Barbara knew only that she had suddenly lost the only home she had ever known. After a week she ran away and returned to the Koches. Thereupon commenced a bitter legal battle. The society took action to force Mrs. Koch to return the child. Mrs. Koch fought back. Backed by her neighbors, she hired a lawyer and sought legal custody of Barbara. Meanwhile the child attempted, and failed, to understand the frightening struggle which raged around her.

Soon Mrs. Koch's lawyer contacted Barbara's real mother, Mrs. Daisy Nisch, who had remarried and who had visited Barbara frequently. Mrs. Nisch sided with Mrs. Koch, and together they petitioned the court to force the society to release Barbara. On Sept. 26 Barbara was returned to Mrs. Nisch. Wise observers still felt that in trying to give Barbara a new home, the society had acted in her best interests. But perhaps a little girl's tears were more important. At any rate Barbara now had a mother whom no law could suddenly take away.

CONTINUED ON NEXT PAGE 53

IT PAYS

to buy two packages instead of only one.

PREPAREDNESS,

when you need relief, means half the battle won



I keep an **EXTRA** package of Alka-Seltzer near. And when a headache threatens... I soon get in the clear.



Of course I keep an **EXTRA**. And after all... why not? If Acid Indigestion comes I'm "Johnny-on-the-Spot"



I hate discomforts of a **COLD**. A snuffle, snuff or sneeze. That's why I keep an **EXTRA** for just such times as these.



Alka-Seltzer can be so helpful in so many ways in your home, you will find it wise always to have an **EXTRA** package handy. Why not do as thousands do:— Instead of buying one, buy two! All drugstores. 60c—30c—and the new purse and pocket size.

Alka-Seltzer



WITH TWO MOTHERS, Barbara is briefed by lawyer (center). At left is foster mother, Mrs. Otto Koch, and at right is Mrs. Nisch, Barbara's real mother.



FOSTER MOTHER, Mrs. Otto Koch (right), is consoled by neighbors after the court decreed a postponement in her action to gain custody of Barbara.



SYMPATHETIC CROWD, many of whom signed a petition asking Mayor O'Dwyer to intervene in the case, surrounds Mrs. Koch outside courthouse.

I'm adding to my table service this easy way!



The Grandpa Soap Company offers

4 LOVELY MARCY PATTERN SILVERPLATED TEA SPOONS FOR ONLY 25¢

with 3 Grandpa heads (cut from box)

The MARCY pattern is a creation of Wallace Bros., (distinctive silverplate since 1878). These spoons are offered at this low price to induce you to try Grandpa's Wonder Pine Tar Toilet Soap.

You'll love Grandpa's pine tar fragrance and its great heaps of snowy white suds. Its "gliding suds" action is refreshing and gentle, and you'll especially enjoy it for an invigorating tub or shower bath. It's marvelous for shampoo and leaves the hair radiant and manageable.

Get **GRANDPA'S** today, send 3 Heads and 25c to us. Your 4 Spoons will be sent postpaid at once. If dealer is out of Grandpa's, request that he order from wholesaler.



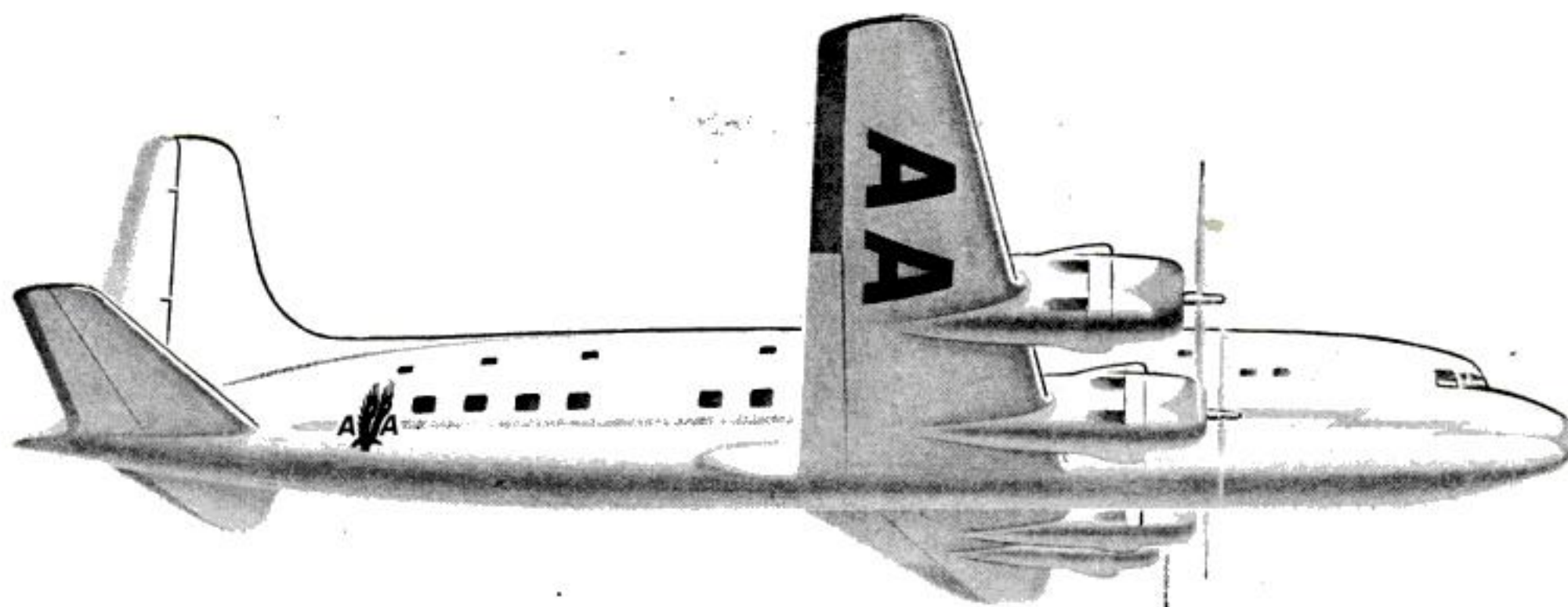
THE GRANDPA SOAP CO., Dept. 551, Cincinnati 2, O.



Here's **Prompt Relief for COUGHS**

Creomulsion relieves promptly because it goes right to the seat of the trouble to help loosen and expel germ laden phlegm, and aid nature to soothe and heal raw, tender, inflamed bronchial mucous membranes. Tell your druggist to sell you a bottle of Creomulsion with the understanding you must like the way it quickly allays the cough or you are to have your money back.

COUGHS
Creomulsion
Chest Colds... Bronchitis



10 REASONS WHY

*American leads the way
in experience*

✓ IN PASSENGERS CARRIED

For ten years, American has led all domestic airlines in total passengers carried!

✓ IN PASSENGER MILES FLOWN

Since 1937, American has led all domestic airlines in number of passenger miles flown!

✓ IN FLIGHTS FLOWN

American, day-in and day-out, makes more scheduled flights than any other airline!

✓ IN NUMBER OF AIRCRAFT

American leads all domestic airlines in number of airliners in service!

✓ IN ENGINEERING RESEARCH

No other airline can match American's research facilities nor surpass the technical knowledge of its engineering staff!

✓ IN PERSONNEL TRAINING

American excels all airlines in intensified, thorough personnel training!

✓ IN TRANSATLANTIC FLIGHTS

During the first six months of 1947, American flew more transatlantic flights than any other airline!

✓ IN DC-6 SERVICE

American has the greatest number of DC-6 aircraft in operation!

✓ IN AIRFREIGHT SERVICE

American was the first airline to operate Airfreight service!

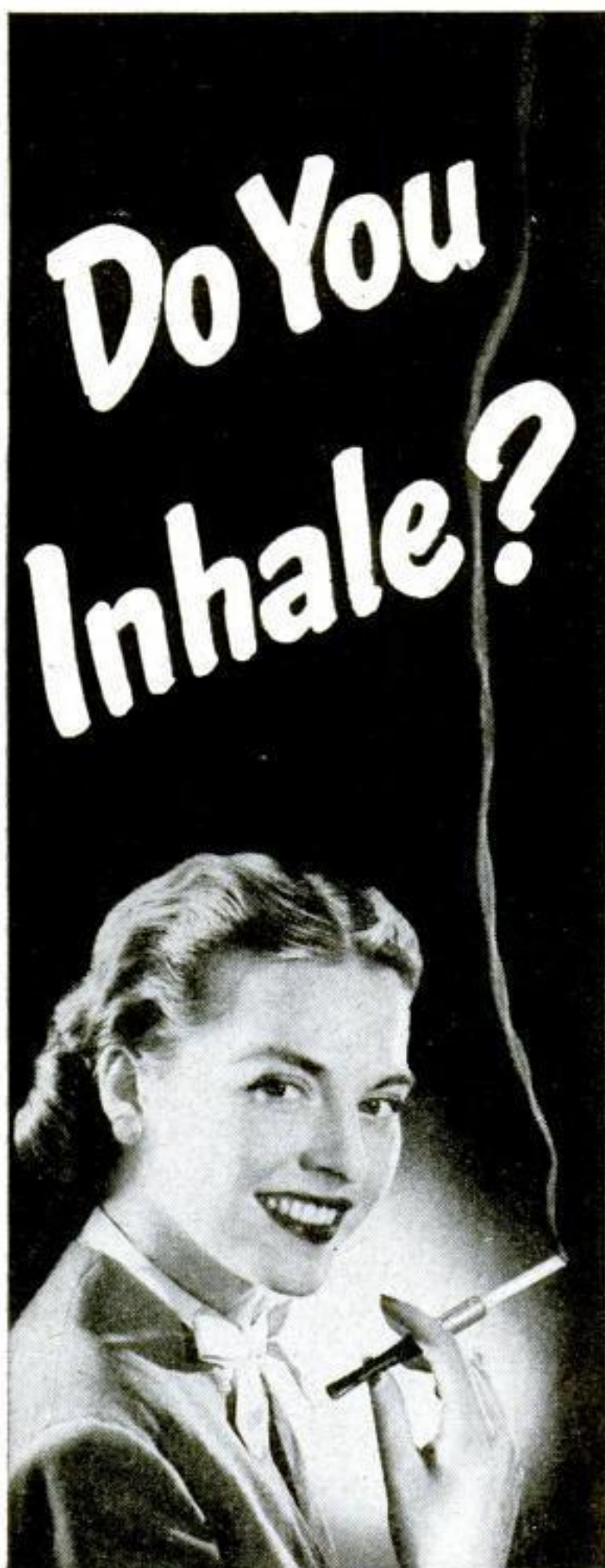
✓ ...AND, FOR THE FUTURE

...for even greater leadership, American has on order more DC-6 and Convair transports than any other airline!

For reservations and information call your nearest American Airlines office or your travel agent



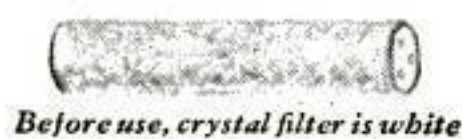
AMERICAN AIRLINES



Remarkable crystal filters really cut down nicotine and irritants

The smoke you inhale is cleaner, safer, if you use the Denicotea cigarette holder. Less nicotine to invade your system, less tars to irritate your throat. Many doctors recommend it!

Ejector model of lustrous aluminum with 10 filters, \$2. At all dealers.
HERE'S POSITIVE PROOF
You can see it happen!



Before use, crystal filter is white



After use, filter turns dark as it absorbs nicotine and tars

dunhill

DE-NICOTEA
Crystal Filter Cigarette Holder

Write for booklet "B"

Alfred Dunhill, 660 Fifth Ave., New York 19

Barbara Ann Goes Home CONTINUED



BARBARA CRIES and holds out hands to her real mother (right) before being escorted away from courthouse by sympathetic child-welfare officials.



BARBARA SMILES as the bitter custody fight ends. Finally released by the Children's Aid Society she races happily into the arms of her real mother.

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912, AS AMENDED BY THE ACTS OF MARCH 3, 1933, AND JULY 2, 1946

Of LIFE published weekly at Chicago, Ill. for Oct. 1, 1947.

State of New York } ss.
County of New York }

Before me, a notary public in and for the State and county aforesaid, personally appeared Andrew Heiskell, who, having been duly sworn according to law, deposes and says that he is the Publisher of LIFE and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management, circulation, etc., of the aforesaid publication for the date shown in the above caption, required by the act of August 24, 1912, as amended by the acts of March 3, 1933, and July 2, 1946 embodied in section 537, Postal Laws and Regulations, to wit:

1. That the names and addresses of the publisher, editor, managing editor, and business managers are: Publisher, Andrew Heiskell, Time & Life Bldg., Rockefeller Center, N.Y. 20, N.Y.; Editor, Henry R. Luce, Time & Life Bldg., Rockefeller Center, N.Y. 20, N.Y.; Managing editor, Joseph J. Thorndike, Jr., Time & Life Bldg., Rockefeller Center, N.Y. 20, N.Y.; Business manager, Arthur R. Murphy, Jr., Time & Life Bldg., Rockefeller Center, N.Y. 20, N.Y.

2. That the owner is: Time Incorporated, Time & Life Building, New York 20, N.Y.; that the names and addresses of stockholders owning or holding one per cent or more of total amount of stock are: William V. Griffin, 20 Exchange Place, 34th Floor, New York 5, N.Y.; Irving Trust Company, N.Y.C., Successor Trustee U-W of Briton Hadden for the Benefit of Elizabeth Busch Pool, c/o Irving Trust Co., Custodies Dept., 1 Wall Street, New York 15, N.Y.; Robert L. Johnson, Temple University, Philadelphia, Pennsylvania; Margaret Zerbe Larsen, c/o Time Inc., Time & Life Building, Rockefeller Center, New York 20, N.Y.; Roy E. Larsen, c/o Time Inc., Time & Life Building, Rockefeller Center, New York 20, N.Y.; Henry R. Luce, c/o Time, Inc. Time & Life Building, Rockefeller Center, New York 20, N.Y.; Samuel W. Meek, c/o Greenwich Trust Company, Greenwich, Conn.; J. P. Morgan & Co., Inc. for the Account of Henry P. Davison, P. O. Box 1266, New York, N. Y.; The New York Trust Company, for the Account of William Hale Harkness, c/o Income Collection Department, 100 Broadway, New York, N.Y.

Stock to the extent of more than one per cent is registered in the names of the following companies, but in each case the company is a nominee for a number of stockholders, no one of whom is known to own more than one per cent: Brown Brothers, Harriman & Co., 59 Wall Street, New York 5, N.Y.; Cobb & Co., c/o New York Trust Company, 100 Broadway, New York 5, N.Y.; J. & W. Seligman & Co., 65 Broadway, New York 6, N.Y.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 percent or more of total amount of bonds, mortgages, or other securities are: None.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

5. That the average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the twelve months preceding the date shown above is 5,351,009.

(Signed) Andrew Heiskell
Publisher

Sworn to and subscribed before me this 26th day of September, 1947.

(SEAL) Anne A. Bodnar.
(My commission expires March 30, 1949.)





"My time's my own... my kitchen is Kelvinator!"

"I'm no longer tied to my kitchen apron strings!"

"Now one shopping trip does for weeks!"

"I can whip up a company dinner in half-an-hour!"

Housewives become carefree as their young daughters when Kelvinator joins the family.

Imagine coming home from an afternoon's fun to a completely cooked dinner! Yes! Kelvinator's "Automatic Cook" takes over while you're miles away—turns the current on, times the cooking, and turns the current off when your oven meal's ready to serve! This marvelous "brain" of the range controls the Scotch Kettle too, for deep fat frying, stewing and boiling, or perks your coffee on the handy Appliance Outlet. You'll find it's cooking perfection—automatic, fast and economical.

A Kelvinator Refrigerator is another "must" for

your leisure kitchen. Designed for better food-keeping, you're sure of dewy-fresh garden greens, room for tall bottles and all the daily foods a hungry family requires. And a big Frozen Food Chest for out-of-season fruits, plus ice cubes galore.

Add Kelvinator's Home Freezer, and you have a kitchen de luxe! Holds 210 pounds of delicious new frozen foods—completely prepared dinners, too—ready to serve at an instant's notice.

These are the things dreams are made of. But they're as real as the joy you'll get from using them. See your Kelvinator dealer today!

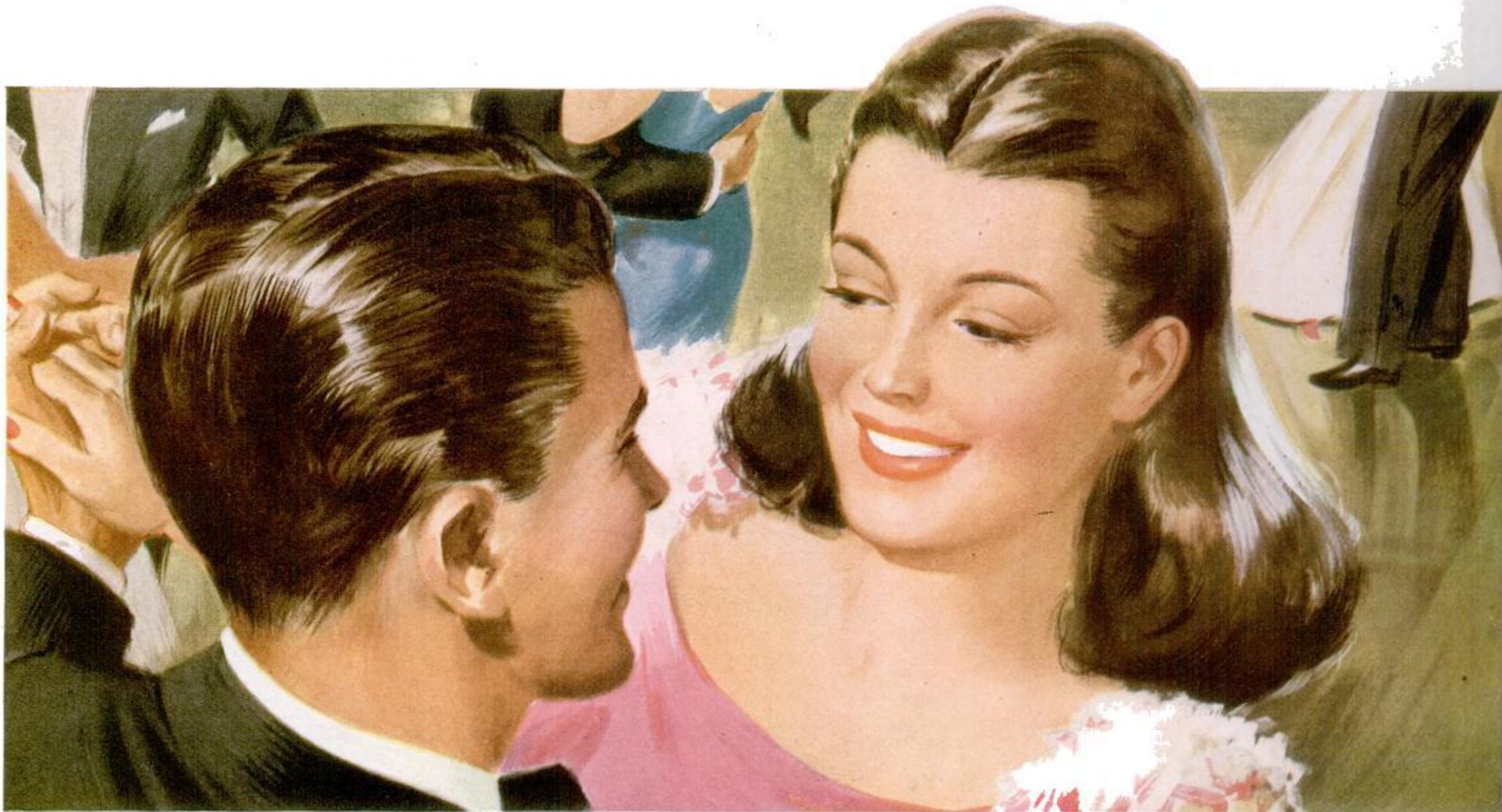
KELVINATOR DIVISION, NASH-KELVINATOR CORP., DETROIT

Get the Best things First... Get *Kelvinator*

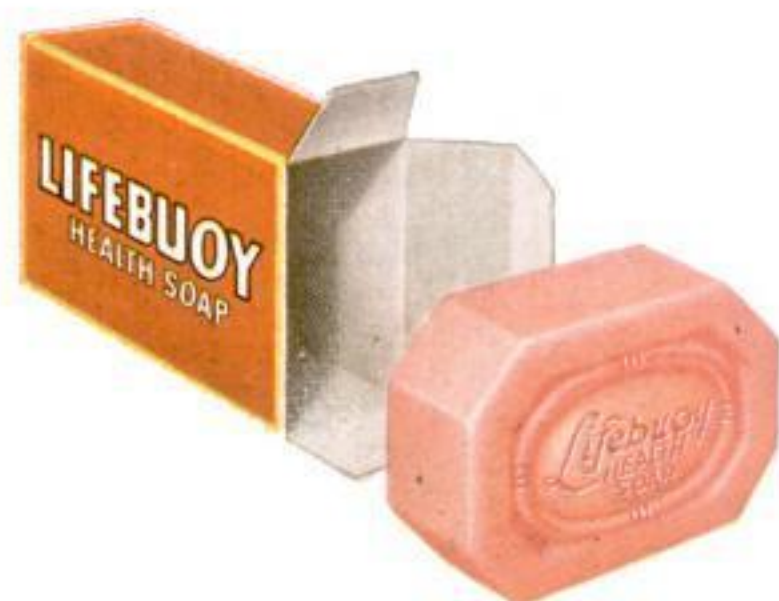


Yesterday

... it was considered feminine to be in delicate health. Women of fashion were wont to swoon, to be affected with the "vapours." Instead of lipstick, they carried smelling salts.

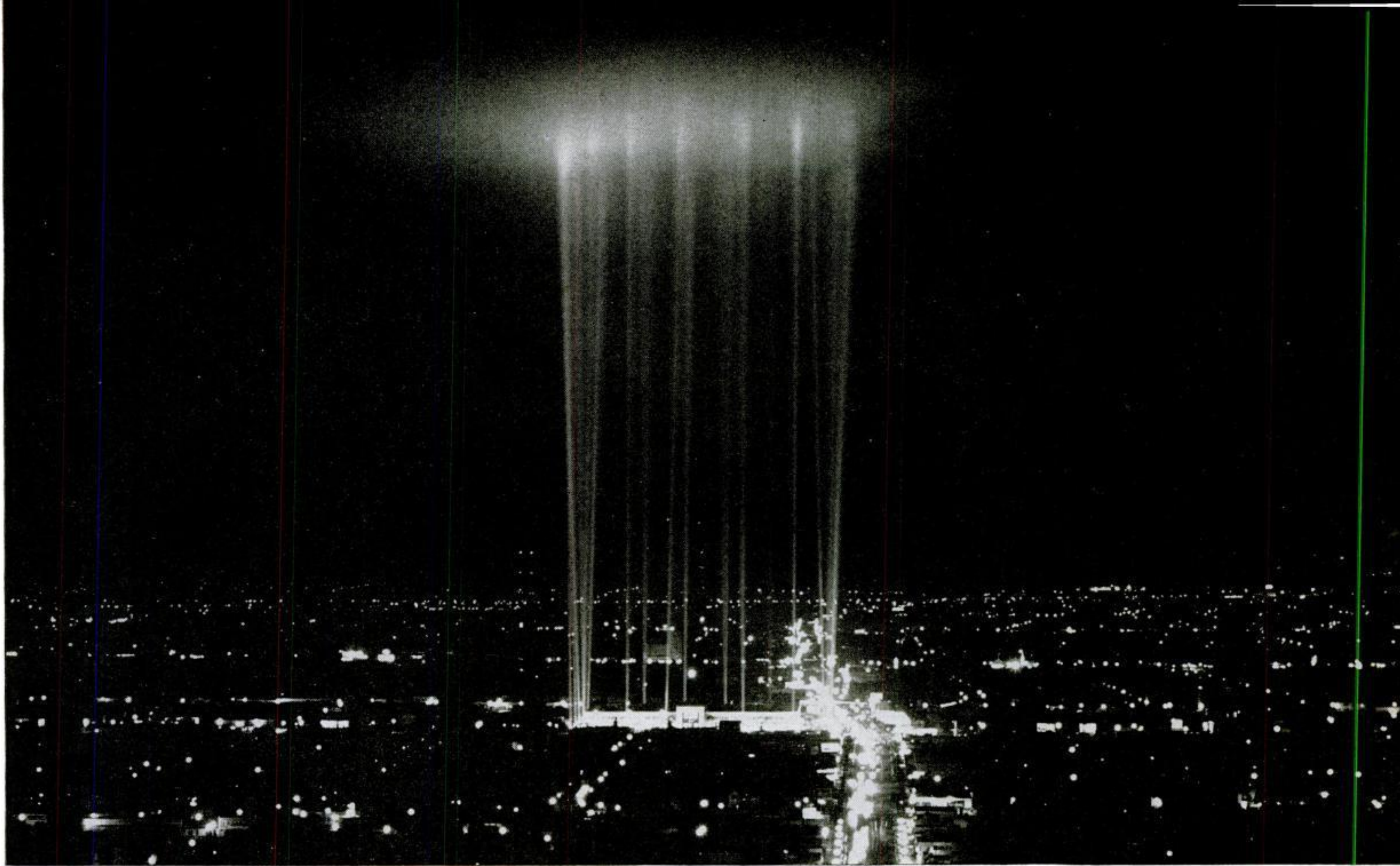


Today... men like their women healthy



...and the modern woman takes a healthy attitude toward life. She knows that it is natural to perspire. Even when you're inactive and don't notice it, your body perspires constantly ...all over. It's essential to health. Everybody perspires up to a quart and a half a day. Therefore, everybody is subject to "B.O." (body odor). That's why more and more fastidious women are turning to Lifebuoy Health Soap for their daily bath. In Lifebuoy's abundant, refreshing lather, they find all-over protection for personal daintiness. No wonder Lifebuoy is the favorite bath soap in millions of American homes.

ANOTHER FINE PRODUCT OF LEVER BROTHERS COMPANY



TWENTY SEARCHLIGHTS, EACH DEVELOPING 875 MILLION CANDLEPOWER, ILLUMINATE THE NIGHT SKY ABOVE HOLLYWOOD'S NEW HUGE OWL REXALL DRUGSTORE

BIGGEST DRUGSTORE

Rexall has a Hollywood opening
with free orchids and bandages

On Sept. 15 the great westward migration of the Rexall Drug Company from Boston to Hollywood officially came to an end. Searchlights against the sky by night and the glare of sunlight on glass and chrome by day indicated that the new Owl Rexall Drug Store was open for business.

The Hollywood Owl is, of course, the world's biggest drugstore. The building also houses the main offices for the nation-wide Rexall chain, which includes 507 company-owned stores and about 10,000

affiliates. To be sure that the Owl's opening would not pass unnoticed, there were 22 film stars, a helicopter, Governor Earl Warren and 16 other speakers at the ceremonies. Rexall's President Justin W. Dart gave several thousand balloons, free bandages and 10,000 orchids to his customers. Despite this auspicious start, one executive was strangely pessimistic. "Why didn't they wait until January to give away orchids?" he said. "Maybe we'll have to drag people into the place by then."



OWL'S INTERIOR has a well-planned obstacle course for Rexall's customers. To get a package of cigarets (*left rear corner*) they must first pass the Beauty Bowl (*right fore-*

ground). After that they must safely bypass counters of clocks, electrical supplies, sporting and household goods, radios, phonographs, toys, cameras, books and liquor.

WHAT ARE THEY WEARING THIS FALL?...



for Party Wear

for Work

for Play

Asleep

Everywhere—they wear a

VENIDA

The Guaranteed

HAIR NET

Whatever your hair-do, there's a Venida Net fashioned to flatter it. Single or double mesh; cap or bob; for work, play, parties, sleep—7 styles, but all the same quality; all made by hand; all but invisible; and all in a variety of shades to match your hair precisely.—Rieser Co., Inc., New York 18, N. Y.

20¢ each, \$2.25 a doz. (White, grey, purple: 25¢: \$2.75 a doz.)

FALL COIFFURE BY WERNER OF SWITZERLAND, FIFTH AVENUE

BESTFORM

*no finer
fit at any
price*

FOR A WILLOWY WAIST

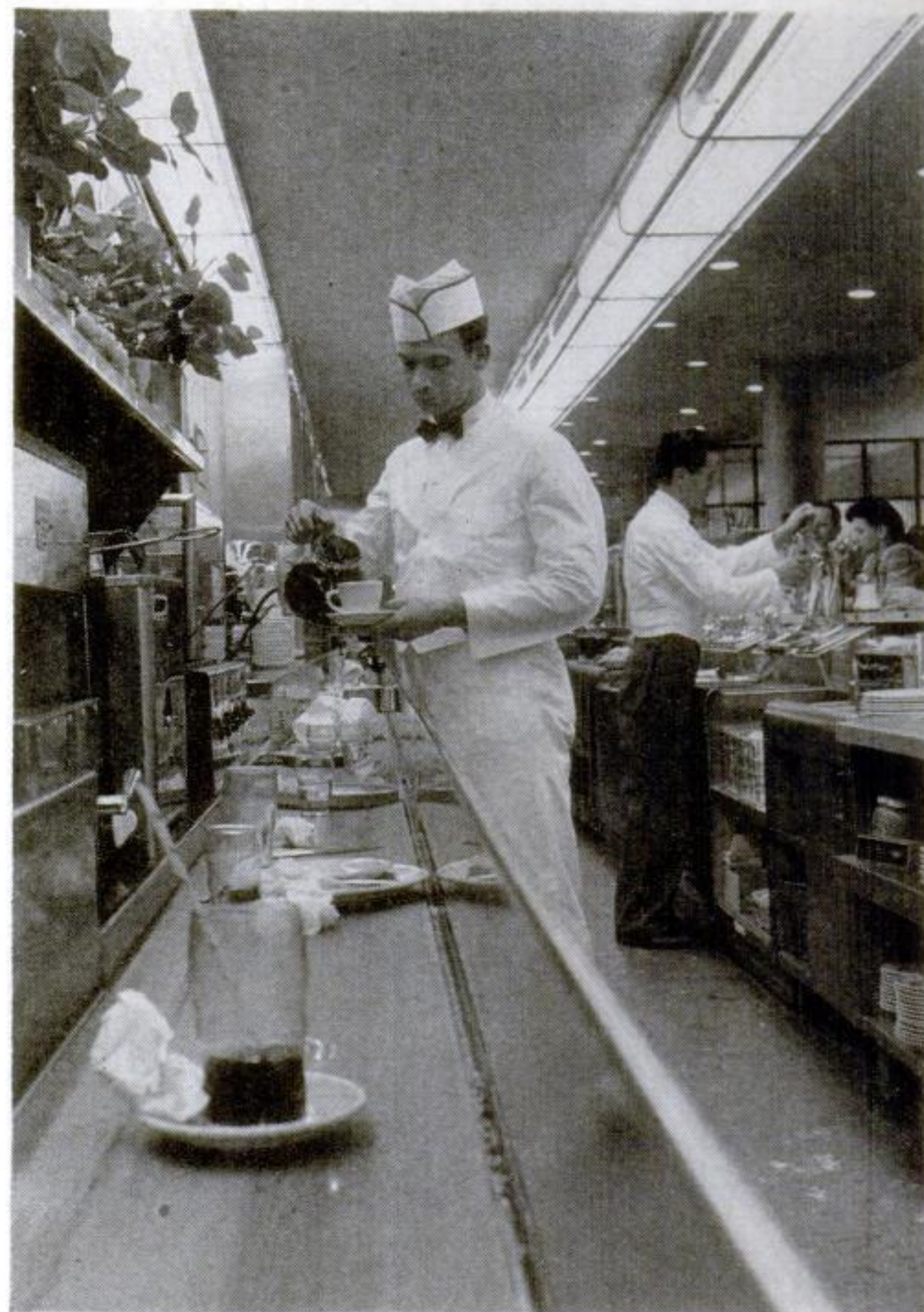
Bestform's waist controller... side Talon girdle with vertical stretch back, featuring "swing back" elastic band for smooth midriff molding. At good stores everywhere. In nude—sizes 25 to 34.

Style 5464—14 inch. **5⁹⁵**
Style 5664—16 inch. **6⁵⁰**
Style 5864—18 inch. **7⁵⁰**



BESTFORM ~ GIRDLES • BRAS • ALL-IN-ONES

Biggest Drugstore CONTINUED



CONVEYOR BELT, riding on a cushion of water, carries dirty dishes from soda fountain to washing room. It is cleaned and pressed each time it revolves.



DINING PATIO can quickly be converted into a dance floor or auditorium, complete with stage, in case Rexall decides to add a nightclub as a sideline.

CONTINUED ON PAGE 62



"Cheers for RCA VICTOR'S LINE-UP OF HITS for October!"

NEW ALBUM BY TEX BENEKE!

In his "Prom Date" Album, Tex leads The Miller Orchestra in *On Wisconsin*, *The Eyes of Texas*, *Rambling Wreck* from Georgia Tech, *Anchors Aweigh*, *Victory March of Notre Dame*, *Cornell's Alma Mater*, others. P-183, \$3.15.

NEW ALBUM BY ERSKINE HAWKINS!

"The 20th Century Gabriel" and his band bring you *Don't Cry, Baby*; *After Hours*; *Cherry*; *Sweet Georgia Brown*; *I've Got a Right to Cry*; *Tippin' In*; *Song of the Wanderer*; *Tuxedo Junction*. Ask for "Tuxedo Junction," P-181, \$3.15.

NEW RECORD BY BERYL DAVIS!

Beryl is the new English star who's stealing American hearts with her intimate, velvety voice. Close your eyes and let her sing to you... *It All Came True* and *One Little Tear Is an Ocean* with Russ Case and his Orchestra. Record 20-2426, 60¢.

Tex Beneke with The Miller Orchestra: *Body and Soul* (from the Enterprise-United Artists film, "Body and Soul") and *Stormy Weather*. Record 20-2374, 60¢.

Perry Como: *So Far* and *A Fellow Needs a Girl*. With Russ Case and his Orch. Record 20-2402, 60¢.

Swing and Sway with **Sammy Kaye**: *Zu-Bi* (Everyone's Love Song) and *Where is Sam?* RCA Victor Record 20-2420, 60¢.

Tony Martin: *Lazy Countryside* and *Too Good to be True* (both from Walt Disney's "Fun and Fancy Free"). With Earle Hagen and his Orchestra and Chorus. RCA Victor Record 20-2396, 60¢.

Charlie Spivak and his Orchestra: *I'm Gonna Wait* *A Little Bit Longer* and *What Are You Doing New Year's Eve?* RCA Victor Record 20-2395, 60¢.

All prices are suggested list prices, exclusive of taxes.

... plus RCA Victor quality! Two "exclusives"—Victor's billion-record skill and RCA's electronic wizardry—make music sound so true to life on RCA Victor Records!

What! No phonograph?—You're missing plenty! Hear the Victrola radio-phonographs! "Victrola"—T.M. Reg. U. S. Pat. Off.

Hear **Robert Merrill** on the RCA Victor Program. Sundays, 2 p.m., EST, NBC Network. Radio Corporation of America.

THE STARS WHO MAKE THE HITS ARE ON **RCA VICTOR RECORDS**



* Brands
are
back!

At last you can lapse back into the streamlined shopping lingo of "brand buying." Remember how short . . . convenient . . . and efficient shopping days were before the shortage? How you shopped for brand names? Names you knew and trusted? Once again you can spot a family favorite by a trademark on a label . . . a label backed by a manufacturer's guarantee of lasting quality . . . of assured value . . . of proper fit and tailoring throughout . . . of all the wonderful things you naturally depend upon in *buying by brand*. Insist upon your favorite *brand* when you buy . . . that way you are sure to be satisfied.



AND SO IS...
Jockey
REG. U.S. PAT. OFF.
OVERKNEE!

Remember the Jockey that extends over-the-knee — absorbs perspiration, thus preserves trouser press and prevents baggy knees. Built-in Y-front for masculine support. Also available are Short, Midway and Long. Other Jockey models are on the way back.

IT'S A BRAND...IT'S A TRADE MARK...

IT'S MADE BY



Short Midway Over-Knee Long

Cooper INC.
KENOSHA WISCONSIN
Licensees for Canada, Moodies; for British Isles, Lyle & Scott; for Australia, Speedo Knitting Mills; for New Zealand, Lane-Walker-Rudkin; Switzerland, Vollmoeller.

Biggest Drugstore CONTINUED



IN HIS BOARDROOM, DART POSES AT HIS 22½-FOOT CONFERENCE TABLE

JUSTIN DART IS A MAN OF ACTION

Justin W. Dart (*above*), Rexall's 40-year-old, \$75,000-a-year president, moved his offices from Boston to Hollywood simply because he feels that the climate is nicer in California. In Hollywood he built a sumptuous group of offices including the plush boardroom in which he poses above. The board table in front of him is the largest ever built for private industry. The mural behind him is Rexall's version of the office map. On it are painted buildings to represent the factories and warehouses but not the multitudinous drugstores. On the left side of the mural the Rexall druggist surveys the Rexall empire.

Such luxury has become the hallmark of Mr. Rexall since Mr. Dart became president in 1941. Perhaps more than any other man, Dart has been responsible for the conversion of drugstores into bazaars and for the gradual retreat of the pharmacist to a position of relative obscurity over behind the notions department. His most notable contribution was the development of booths in his chain stores, where customers could eat their sundaes without being struck, as they glanced up, with the sight of a hot-water bottle or a truss. Although thousands of old-school druggists sigh for the passing of the less strenuous days when they simply filled prescriptions and sold no nylons or cameras, they know that Dart has hit upon the right formula for making money.



It takes three loves to gladden the hearts of those who enjoy good food—love of good looks, love of good taste, love of good nourishment.

When you start with raw foods, some of the flavors and nutrients are often lost on the way—in transportation, in storage, and in faulty home preparation.

But when you use *canned* foods you can *count** on these precious values. For each steel-and-tin can is really a miniature "pressure cooker" that captures and holds natural flavors and food values.

*For scientific facts on vitamins in canned foods, see October, 1946 issue of "Journal of Nutrition."

Grapefruit juice, whole jellied chicken, potato chips, spaghetti with tomato sauce, whole baby beets, figs in syrup, cookies, tea . . . and they all come to you in cans!



Easy As Can Be!

What could be *easier* than providing a delicious meal from the wealth of modern canned foods in your cupboard! Everything at your fingertips—and no bothersome preparation! Yes, canned foods take the prize for *convenience*! And cans are so easy to store, open, and dispose of!

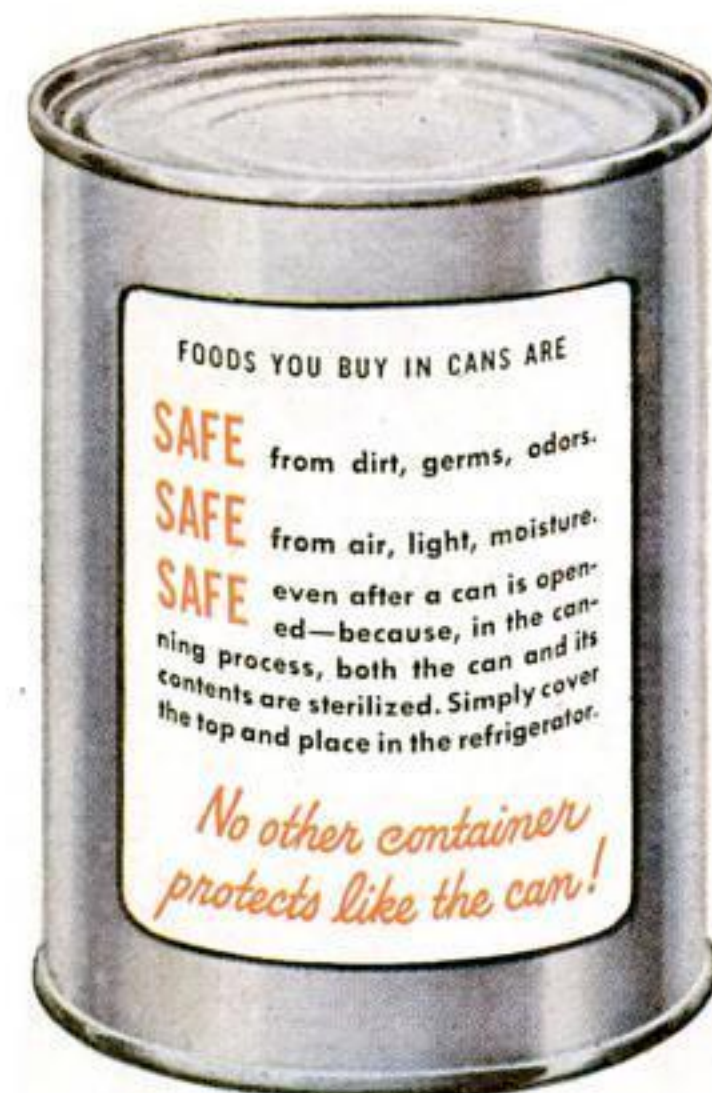
Cans Can "Take" It

You don't have to handle *cans* with kid gloves! These sturdy yet lightweight containers are well-nigh breakproof. And tamperproof too . . . when you open a *can*, you know it's never been opened before. The quality of its contents is fully protected!



Jellied Chicken "Jewel"

Place a whole canned chicken in the refrigerator and let stand overnight. Then carefully remove from can, and you'll find that the rich natural juices have jellied into a jewel-like coating that tastes as luscious as it looks! How proudly you'll serve this magic masterpiece!



CAN MANUFACTURERS INSTITUTE, INC., NEW YORK



Now... A New Kind of Blanket

That Controls Comfort Two Ways — *Electronically!*

OH, what a wonderful blanket! So light, so gently warm without weight... so extra safe! This is the new Electronic Blanket by Simmons, makers of the famous Beautyrest mattress.

Different from all others, the comfort of *this* blanket is electronically controlled two ways!

Here's how it works! When a chill breeze blows across your bed, or your own body heat radiation decreases toward morning... the Simmons Electronic Control adjusts the warmth of your blanket, not only for room temperature changes but also for any change in heat radiation from your sleeping body! It's the only blanket that thinks for you while you sleep—*electronically!* It's the better way to sleeping comfort.

Just one of these light, luxurious Simmons Electronic Blankets protects you against sudden drops in temperature, takes the place of three or four ordinary blankets, even in coldest weather.

And it saves for you in many other ways. Just *one* blanket to make up on your bed, just *one* blanket to store in summer, just *one* blanket to keep clean.

This new Simmons is so safely and sturdily constructed, Underwriters' Laboratories, Inc. has even approved it for washing in your washing machine. Or send it to the laundry! Certified washable by American Institute of Laundering!

Costs only a few cents a week to operate. See the new Simmons Electronic Blanket at your favorite department or furniture store today. \$44.50, plus tax.

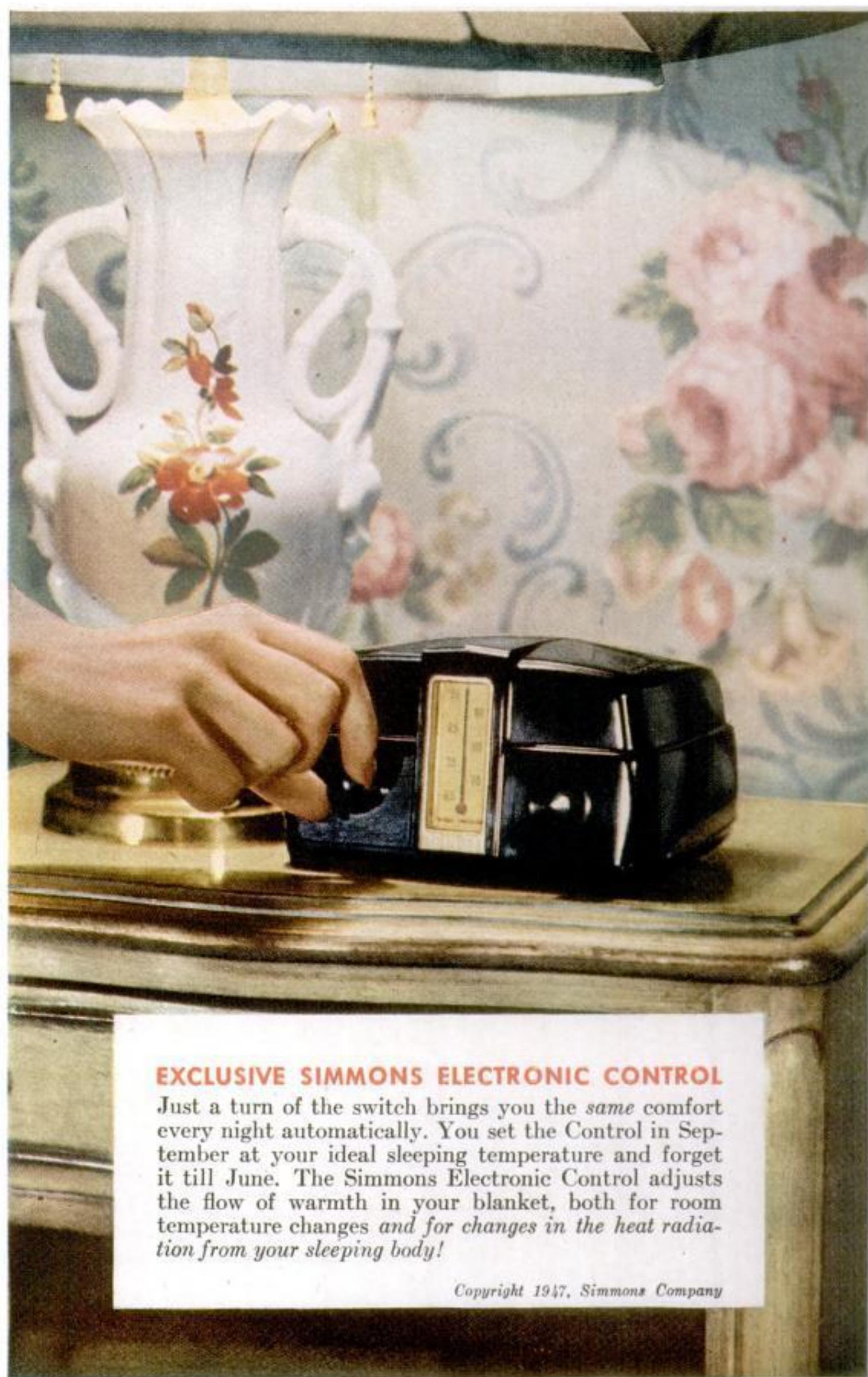
In five decorator pastels: rose, peach, cedar, blue, green, rayon-satin bound. Full-sized, fits single or double beds.



Every Simmons Electronic Blanket carries this Seal of Underwriters' Laboratories, Inc., your extra measure of assurance.



Only **SIMMONS** makes the
Electronic Blanket





GOJURO HARADA, LAW STUDENT, USES RIGHT FOOT TO STOMACH TO HOLD OFF HIROSHI KAMATA, ECONOMICS STUDENT, IN COLLEGE "KARATE" DEMONSTRATION

GENTLEMAN'S SPORT

The upper classes in Japan revive old game of bare-fisted violence

The postwar sports fad of Japan is a violent performance like the one shown above. It is called *Karate* and is chiefly confined to gentlemen. It consists of practicing methods of self-defense, but the methods indicate that in Japan the best offense is a good defense. Members of the upper classes get in shape for their sport by pounding wooden pillars with bare fists, kicking boards into splinters (with bare toes) and holding weights horizontally suspended by their feet. Once toughened, they are

ready to play the game of warding off an attacker.

Karate has no relation to judo. Its origins are lost in Oriental history, but it was introduced to the Japanese in the 17th Century when they conquered Okinawa and took away all the Okinawans' weapons. Japan refined this method of fighting into a sport, which flourished until World War II, when it was outlawed as "foreign." Although it has now been revived and has 400,000 fans, it is still considered illegal if used in a street brawl.

Of America's leading Cigarettes

one is

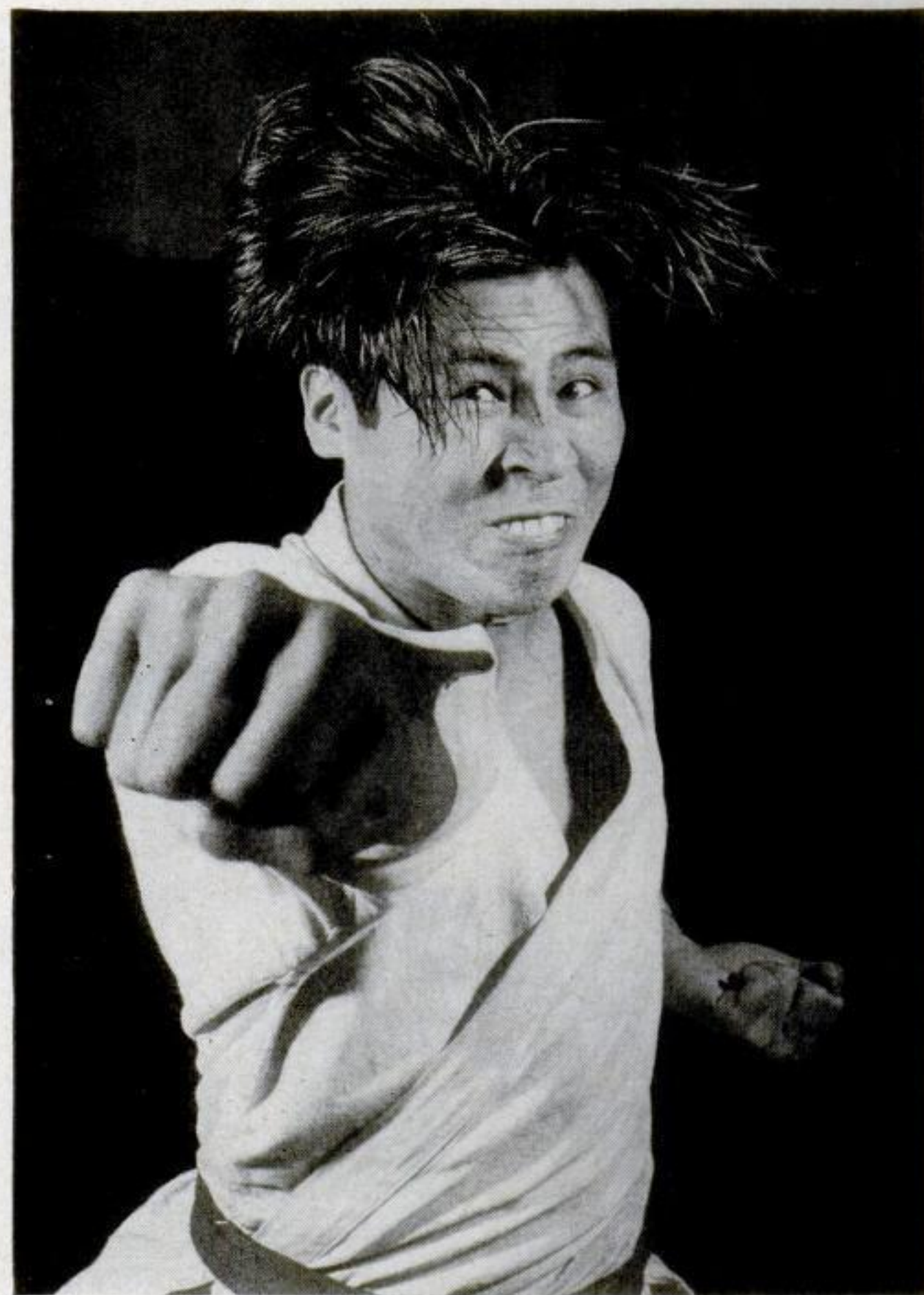
OUTSTANDING



PALL MALL's distinguished length is the outward sign of a basic superiority. "Distance lends enchantment"—and the greater distance PALL MALL travels the smoke — filters it through PALL MALL's traditionally fine, mellow tobaccos — gives you a smoother, mellower, more satisfying smoke.

*-and they are
mild!*

Gentleman's Sport CONTINUED



THE PUNCH, as direct as in any Occidental boxing match, can be used only to ward off an attacker. Japanese women have shown little interest in Karate.



THE KICK keeps the adversary beyond arm's length. The defender is allowed to follow this tactic with a haymaker but cannot follow up his advantage.

[CONTINUED ON PAGE 68](#)



1. "My dear, by all means!" RAVED MRS. SCOTT



2. "That's my favorite topic!" BEAMED MRS. WELLS



3. "LET ME GIVE YOU A DEMONSTRATION," MRS. ANDERSON INSISTED.

"Yes," says Mrs. Craig, "that's the kind of excitement I stirred up every time I asked a Maytag owner how she liked her Maytag. Most enthusiastic gals I ever saw—off at the drop of a hint! No wonder Maytag is so popular, with simply *millions** of owners passing the word along. And they certainly are convincing. They leave no doubt in your mind about which washer you should get."



3 SIMPLE WAYS

ONE—Talk, personally or by 'phone, to any relatives, friends or neighbors who own Maytags.

TWO—If you don't know any Maytag owners, your nearby Maytag dealer will gladly furnish you with names of some.

THREE—If you prefer, write to The Maytag Company, Newton, Iowa, for names of owners in your community.

4. "SO," CONTINUED MRS. CRAIG, "Those Maytag owners sold me"...

"And, by the way, before you buy a new washer, you'd better get real, first-hand information the way I did. Just talk to some of *us* Maytag owners!"

*Mrs. Craig is right! Over 4¾ million Maytags have been sold... far more than any other washer.

Maytag

IRONERS



HOME FREEZERS



DUTCH OVEN GAS RANGES



CARLING'S



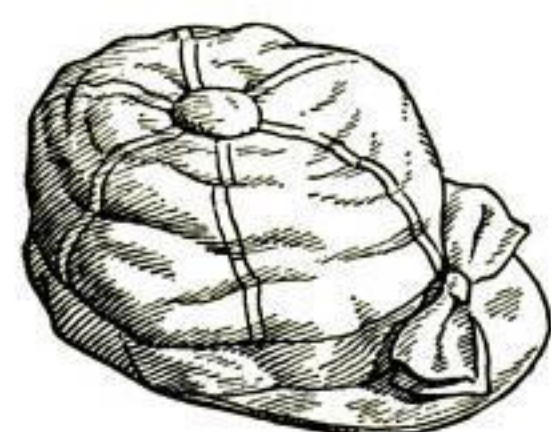
*Largest selling
Bottled Ale
in
North America*
(UNITED STATES AND CANADA COMBINED)

Light, not logy
Mellow, not musty
Better, not bitter

Now at the same price
as premium beers.

BREWING CORPORATION
OF AMERICA
Cleveland, Ohio

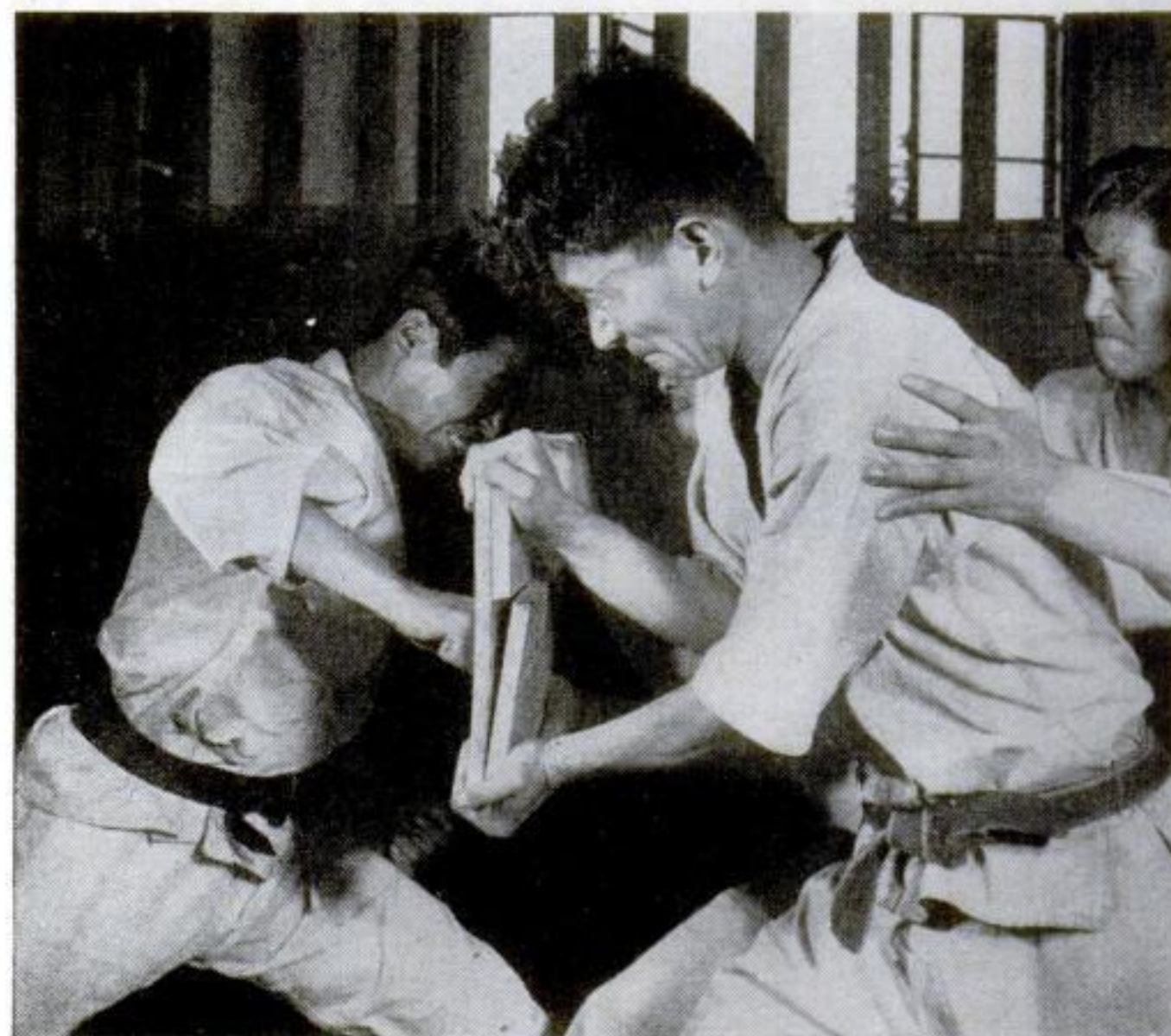
Carling's is also brewed in Canada at
Waterloo, Ontario



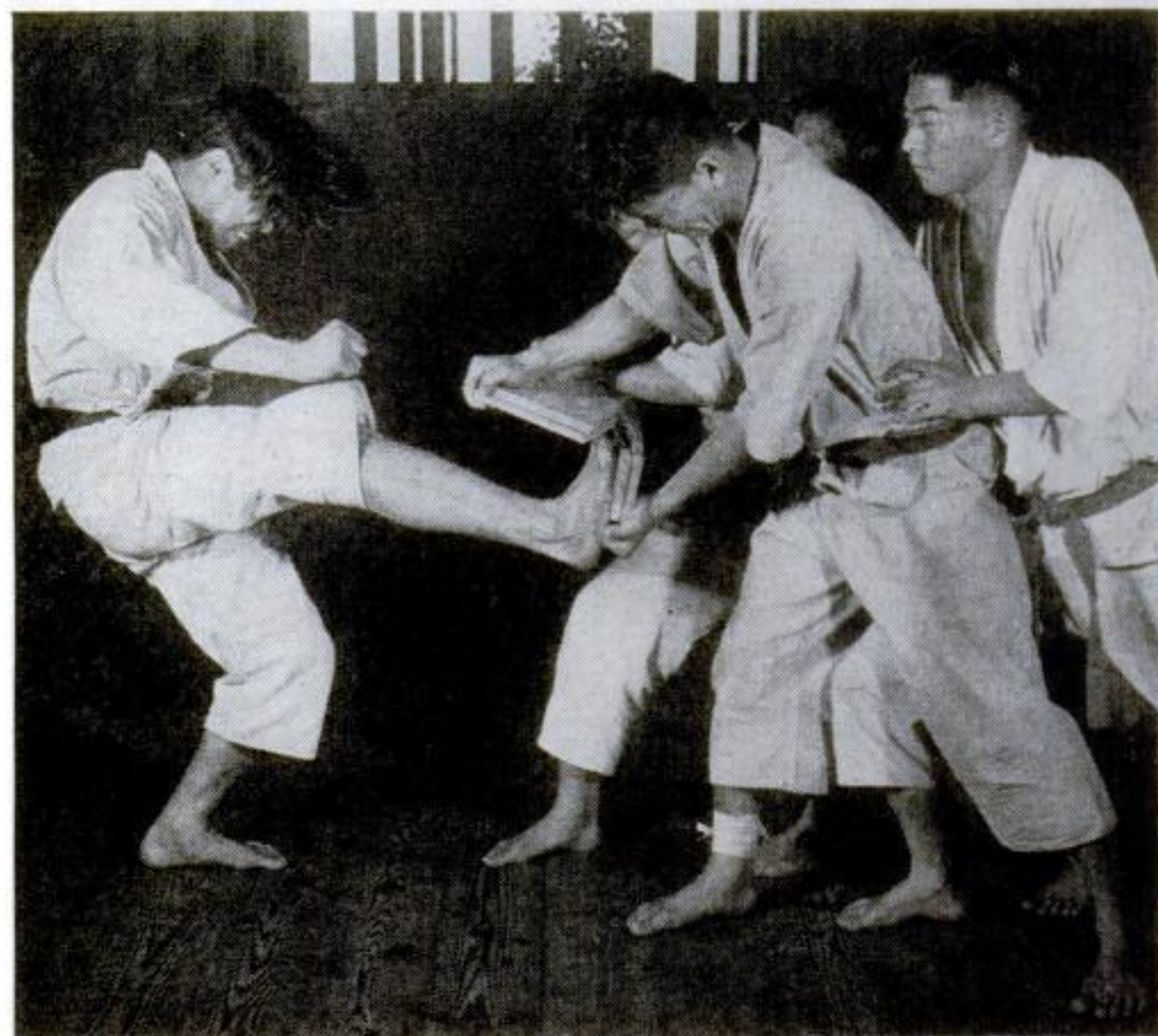
Here are Carling's
two new throw-away
bottles. Each contains
12 full ounces.

CARLING'S RED CAP—one of the most talked-about trade-marks of the day

Gentleman's Sport CONTINUED



FRONT FIST BLOW (barehanded) cracks two boards. The right board gives first, indicating Karate punch is more damaging internally than externally.



THE FRONT KICK (bare toes) smashes two boards. Karate fighters have also developed defense against these defensive blows when used by attacker.



CALLOUSED KNUCKLES of Karate fighter are as hard as stone. They were developed by two full years of hitting wooden pillars with his bare fists.

AMBER IS COMING

TO THE SCREEN!



Darryl F. Zanuck presents

Forever Amber

Color by **TECHNICOLOR**

starring **LINDA DARNELL · CORNEL WILDE · RICHARD GREENE**
GEORGE SANDERS As King Charles II

with Glenn Langan · Richard Haydn · Jessica Tandy
Anne Revere · John Russell

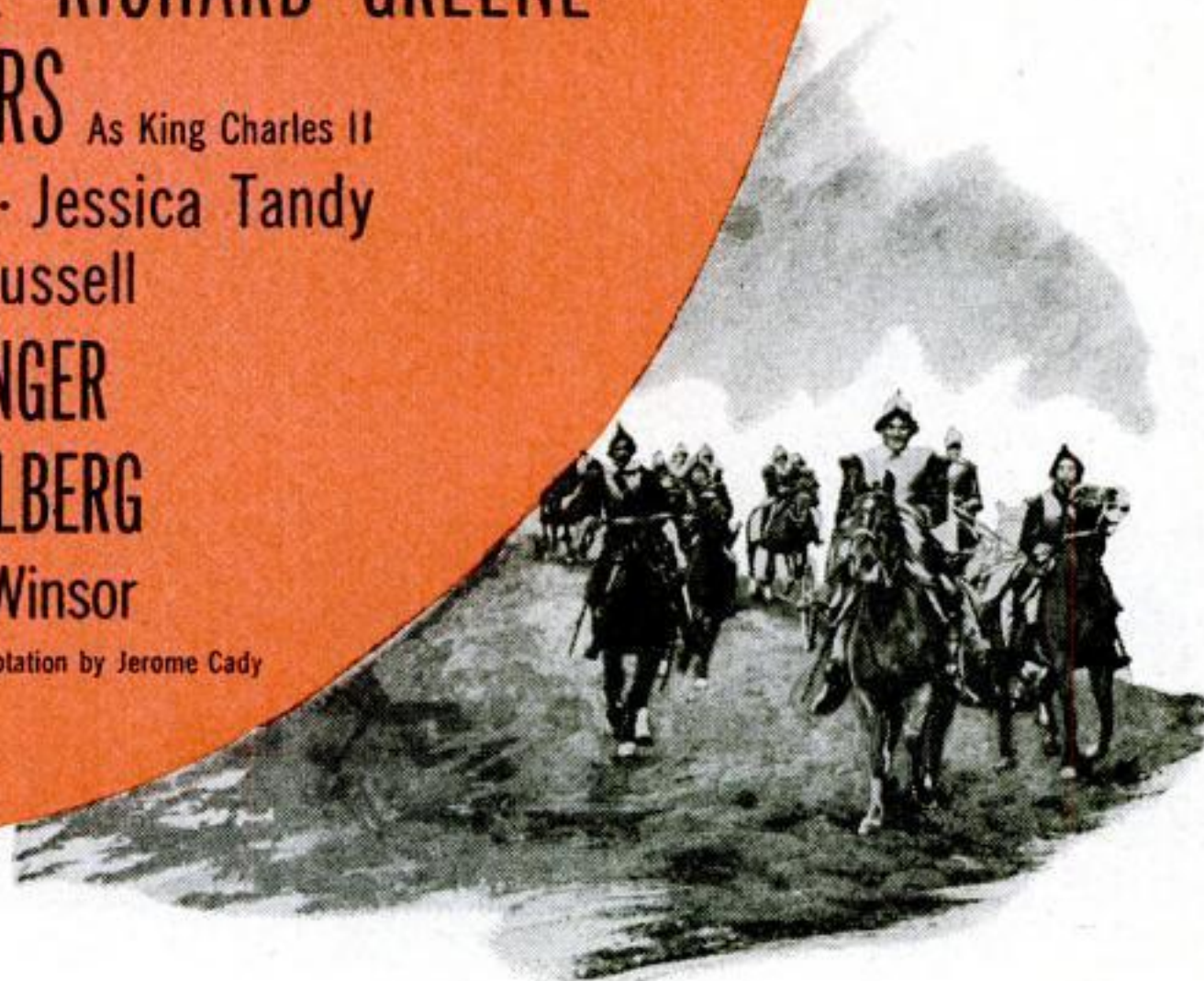
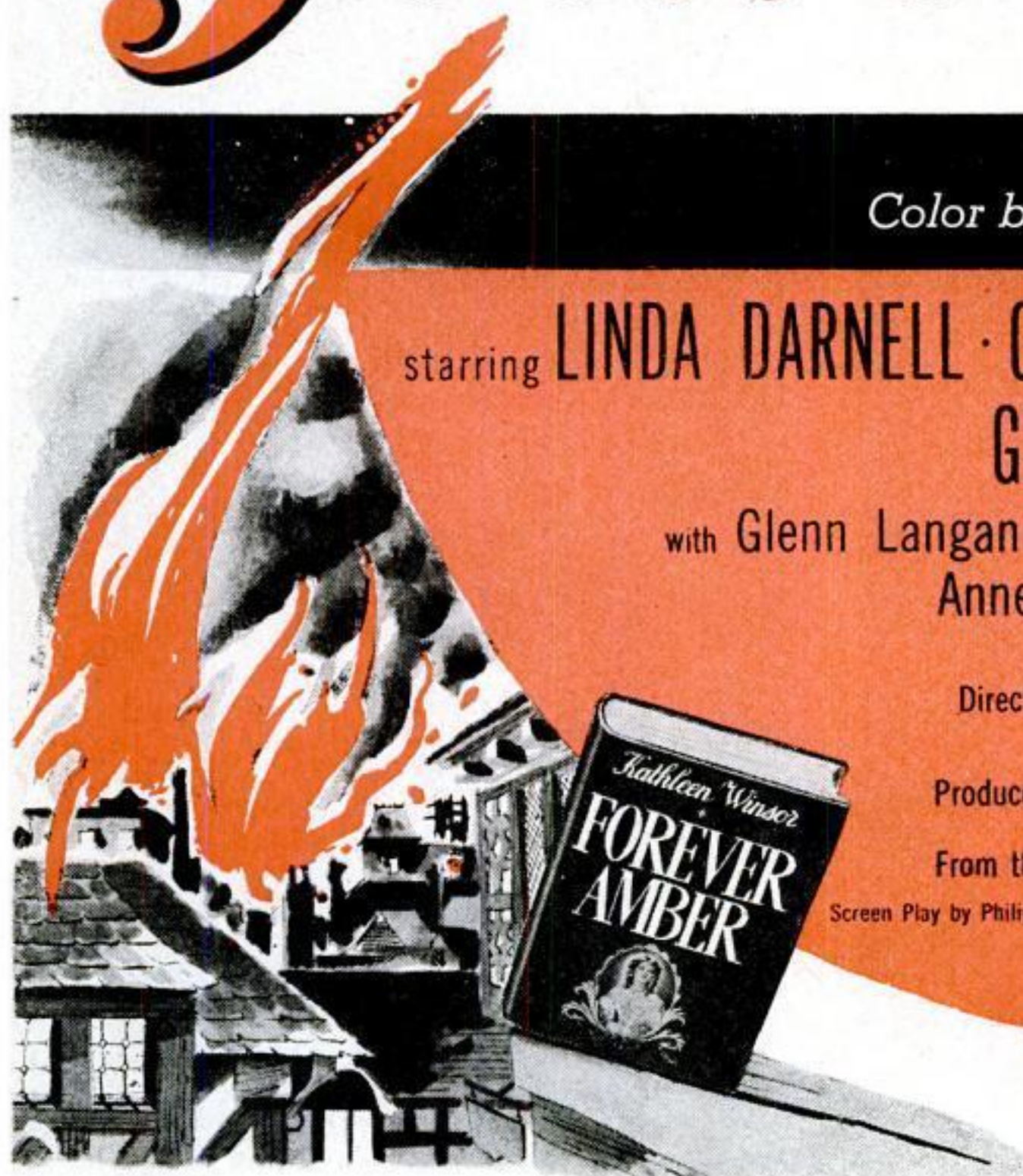
Directed by **OTTO PREMINGER**

Produced by **WILLIAM PERLBERG**

From the Novel by Kathleen Winsor

Screen Play by Philip Dunne and Ring Lardner, Jr. · Adaptation by Jerome Cady

20th
CENTURY-FOX





Allegro

RODGERS-HAMMERSTEIN HAVE SEASON'S BIG OPENING

Every autumn Broadway counts on some single production to really open its new season. This fall it was betting on *Allegro*, a new and different kind of musical play by Composer Richard Rodgers and Author Oscar Hammerstein II, who had been extraordinarily successful with their other different musicals, *Oklahoma!* and *Carousel*. Disdaining most musical-comedy tenets, *Allegro* has a serious plot, almost no scenery and no chorus line. Its story is a sober chronicle of a doctor's life, following him from birth, through childhood and the awkward college dances (above), to the final decisions of his career. The dances in *Allegro* are Agnes De Mille ballets. The chorus is a superbly trained choral group which, as in Greek drama, chants comments on the play's action. Though he avoided the usual musical-comedy claptrap, Composer Rodgers wisely retained some roof-busting chorus numbers and two blandishing love songs (*So Far* and *You Are Never Away*). Tryout performances on the road, where these pictures were taken, sold out and Broadway felt sure that this week's premier of *Allegro* would start the season with the excitement and flourish every good season needs.



BIRTH OF THE HERO is proclaimed in *Allegro*'s first scene by a chorus which comments on the adventures of hero, Joseph Taylor Jr. He appears first as bundle in the



IN COLLEGE, where the audience first meets him as a full-grown youth, Joe (John Battles, left) daydreams of his

childhood sweetheart. His chum, Charlie Townsend (John Conte), dreams more luridly of two scantily dressed girls.



A BEDROOM QUARREL between Joe and his hometown bride (Roberta Jonay) begins when she berates him



arms of his mother, whose proud doctor-husband takes her temperature. Stage is hardly changed through show, different scenes being flashed by stereopticon on backdrop.



FIRST STEPS of little Joe are acclaimed by his mother and grandmother (Annamary Dickey, Muriel O'Malley), while a symbolic shadow of Joe is projected on backdrop.



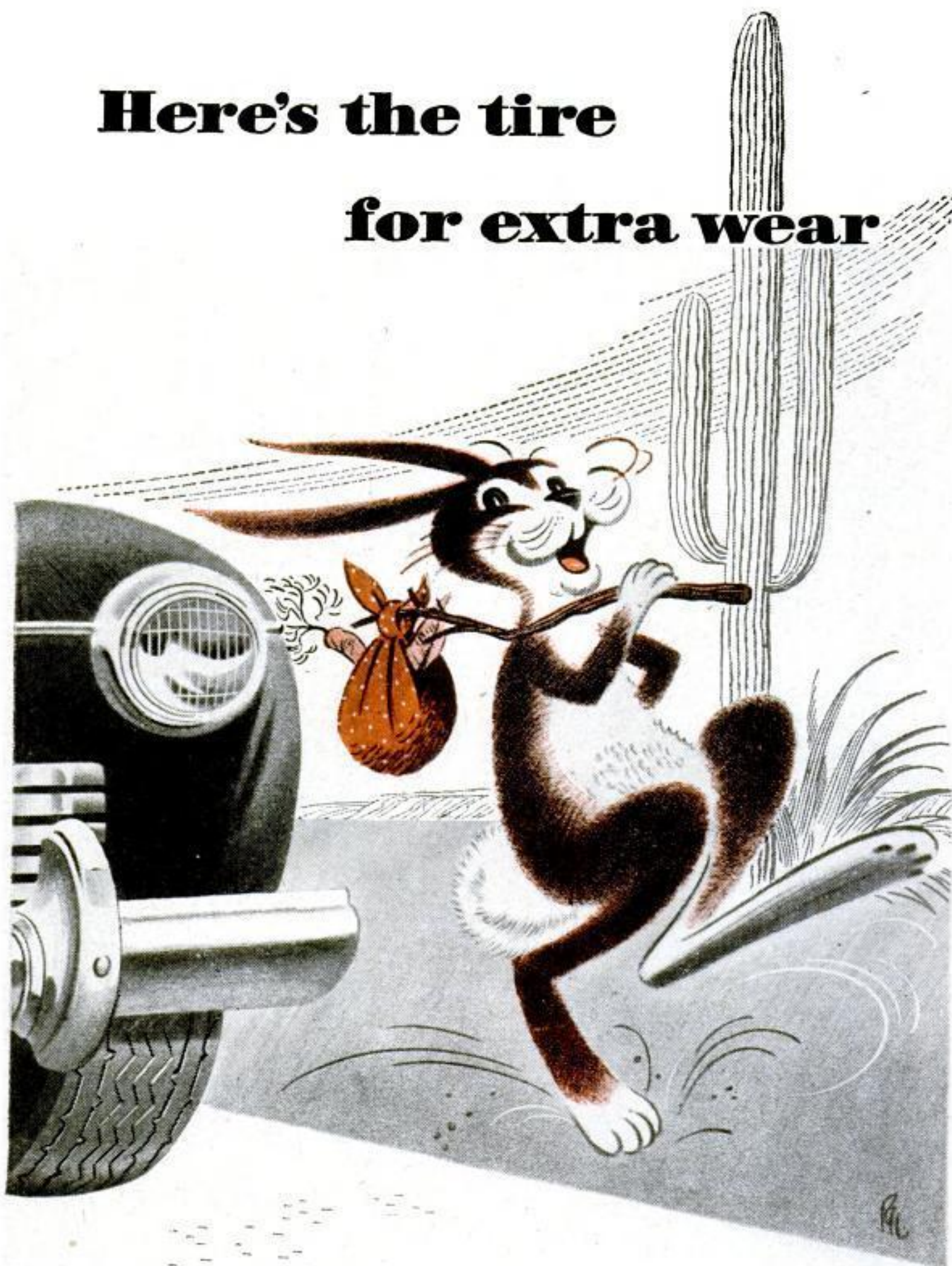
for being a poor, small-town doctor. The chorus behind the curtain urges her to watch her step and play up to Joe.



"MONEY ISN'T EVERYTHING" is an ironic song-and-dance number, contrasting the sordid backyard life

of a poor doctor's wife with a life of luxury. The song ends, "Money isn't everything as long as you have dough."

**Here's the tire
for extra wear**



**Its wider level tread
gives you *more safe mileage!***



ON country road or city street
... in hot weather or cold
... Hood's the tire that gives you
added miles, adds to your driving
pleasure.

Its wider, level tread puts more
rubber on the road to share the
wear ... to lengthen tire life.

With more rubber on the road
your car hugs the road better, too
... stops quicker.

Next time you need tires, buy
Hood from your local Hood dealer;
combine them with "Quick
Seal" tubes—the tubes that seal
punctures instantly, permanently
... as you ride.

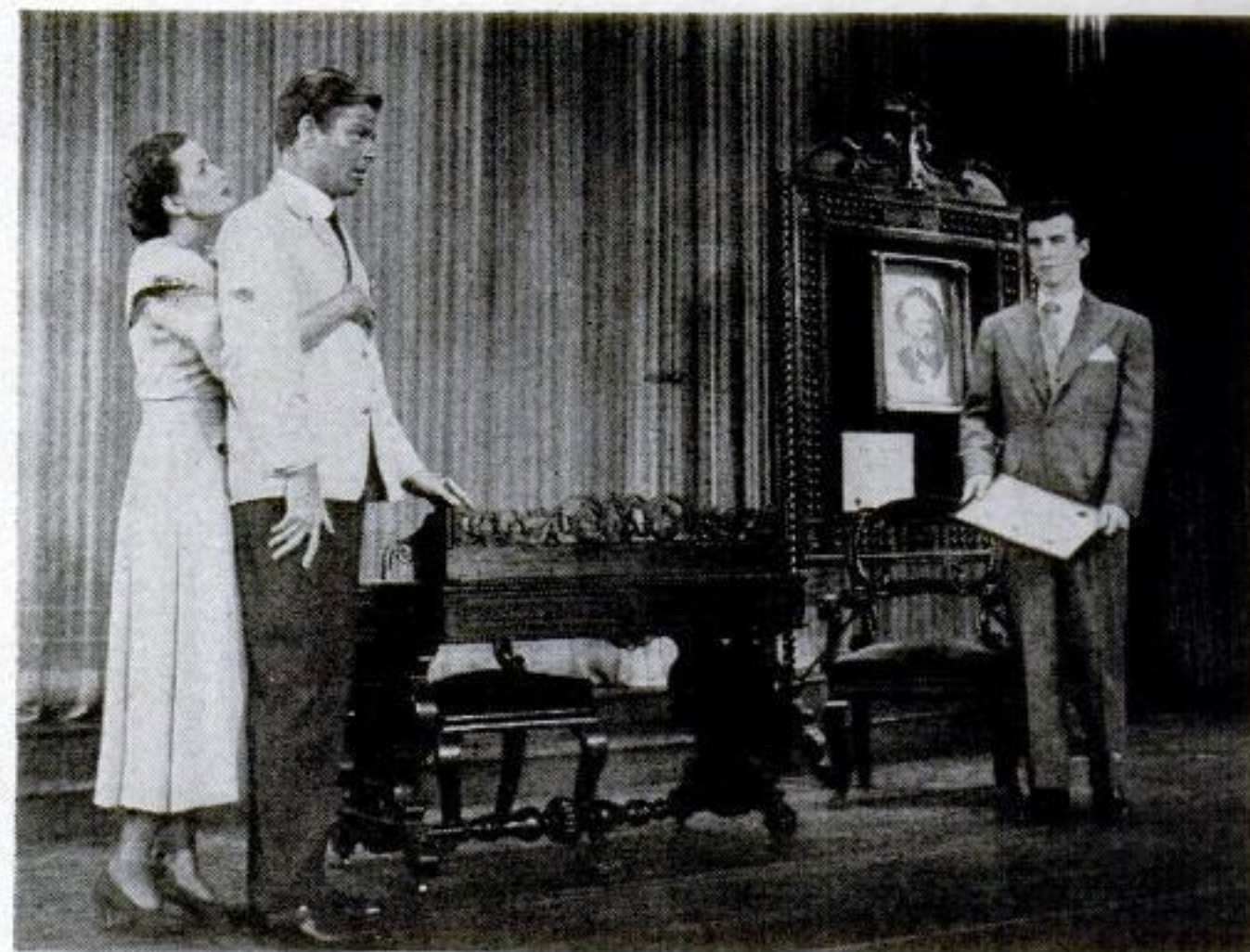
if it's

HOOD

it's GOOD!

HOOD RUBBER COMPANY, A DIVISION OF THE B. F. GOODRICH COMPANY • FACTORIES COAST TO
COAST: AKRON, OHIO • LOS ANGELES, CALIF. • OAKS, PA. • MIAMI, OKLA. • TUSCALOOSA, ALA.

"Allegro" CONTINUED



SAYING GOODBY to his father (William Ching) and his mother's ghost, who appears frequently in the story, Joe goes to Chicago to be a society doctor.



IN BIG-CITY HOSPITAL a strange ballet shows unrewarding life Joe is leading among rich, neurotic patients who really do not need any medical care.



JOE'S REDEMPTION in the last scene of the play shows him turning back home to be a useful small-town doctor, surrounded by a ring of happy children.



"Coffee's ready!"

Sunday morning. A wisp of coffee fragrance drifts through your dreams...and presently hubby's good-morning kiss announces breakfast. Isn't it nice to be pampered?

One of the special pleasures of Sunday morning is the chance to enjoy a few more moments' blissful slumber.

These smooth, delightful Pacific Sheets add immeasurably to your everyday comfort. They are as soft and white as a fleecy

cloud—yet the firm, uniform weave gives them washday stamina.

These fine sheets don't just grow; they are *designed*. Their balanced construction puts comfort and service qualities in perfect proportion. They are made in several grades, suitable for every bed in the house.

Pacific Balanced Sheets are sold by better stores throughout the country. Next time you buy, ask for them by name.

PACIFIC PERCALES • PACIFIC EXTRA-STRENGTH MUSLIN • PACIFIC TRUTH MUSLIN

Free booklet: "The story of Pacific Balanced Sheets". Drop a card to
Pacific Mills, 214 Church Street, New York 13

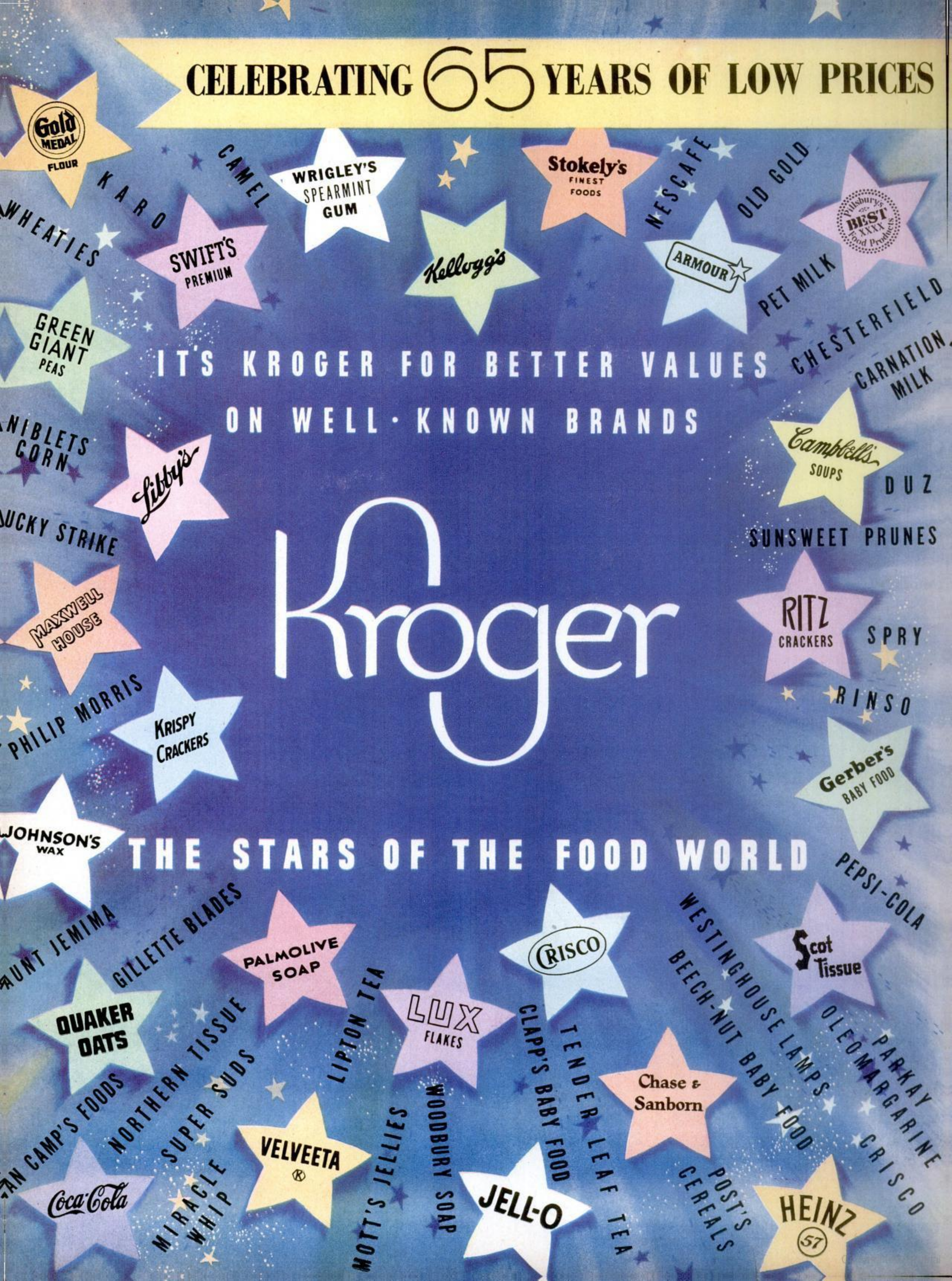
BALANCED
PACIFIC
SHEETS

CELEBRATING 65 YEARS OF LOW PRICES

IT'S KROGER FOR BETTER VALUES
ON WELL-KNOWN BRANDS

Kroger

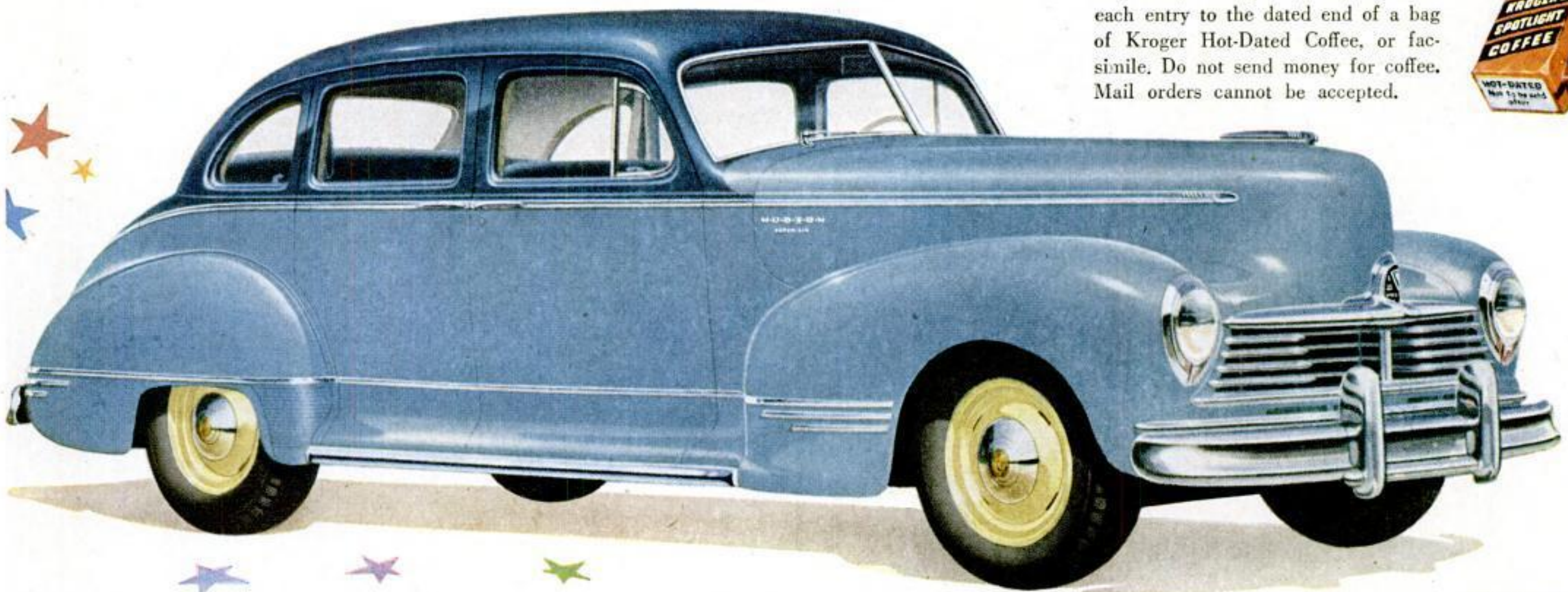
THE STARS OF THE FOOD WORLD



5 WEEKLY CONTESTS

There will be five weekly contests with 232 winners each week. First contest ends midnight, October 15, 2nd ends October 22, 3rd ends October 29, 4th ends November 5. Final contest ends November 12. Get entry blanks and rules at any Kroger Store. Winners' names will be posted in Kroger Stores soon after each contest is judged. All winners will be notified by mail. Car and coat winners will be announced on "Linda's First Love" Kroger radio show. (See local paper for time and station.)

1160 "All Star" Prizes Worth \$39,275.00



Mail your entry to Kroger Contest, Box 1200, Chicago 90, Illinois. Attach each entry to the dated end of a bag of Kroger Hot-Dated Coffee, or facsimile. Do not send money for coffee. Mail orders cannot be accepted.



Win one of these big prizes • Immediate delivery



5 HUDSON Super-Six 4-Door SEDANS

1000 GALLONS TEXACO FIRE-CHIEF GASOLINE WITH EACH CAR
More than one year's supply for the average driver—quicker starts—smoother power

5 FUR COATS Alaska Sealskin

\$1400 value. "Matara" Alaska Sealskin, favored fur of best dressed women

1150 WESTINGHOUSE Prizes

Every House Needs Westinghouse Electric Home Appliances

Imagine! You can win one of these much-wanted prizes just by writing a rhyme. It's easy, it's fun to enter this contest. Write your own last line to this jingle:

For better values, brands I know
To Kroger Stores I always go.
I find low prices there each day

Fill in last line and make it rhyme with "day." For example: "The kind that stretch my hard-earned pay."

Get rules and entry blanks at any Kroger Store. Send in as many entries as you wish. Write each on a separate entry blank or any sheet of paper. Attach to each entry the dated end from a bag of Kroger Hot-Dated Coffee, or facsimile. Get Hot-Dated Coffee at any Kroger Store, *no mail orders accepted*. First week's contest ends midnight, October 15.

MAIL ORDERS FOR COFFEE CANNOT BE ACCEPTED OR ANY CORRESPONDENCE ENTERED INTO.

Big Hudson Super-Six sedan finished in beautiful two-tone blue. Fully equipped with heater-ventilator and foot-control radio.

Full length "Matara" Alaska Sealskin coat. Long-wearing, fashion-favored fur in a rich, neutral brown that goes with any color. Custom-made to fit each winner.



25 Laundromats

Washes clothes automatically



Labor-saving Laundromat fills itself with water, washes, rinses, and spins clothes practically dry.

125 Roasters

Cooks without watching



Roaster cooks a complete oven meal. No watching, just set dial for time and temperature.

1000 Irons

Electric Adjust-O-Matic



Adjust-O-Matic Iron has Fabric Dial for foolproof control. Weighs only 3 pounds, reduces ironing fatigue 20% by actual test.



THEATRE TICKETS



FOR PLEASANT MOMENTS—PM presents
the show that's Pleasing Millions!
Here's two on the aisle for "The Perfect Mixer" . . .
Two right up front for the Positively Marvelous taste
that has the critics raving . . .
Yours for tonight! (and talk about stars,
if it isn't PM it isn't an evening!)



IF IT ISN'T

PM

IT ISN'T AN EVENING

National Distillers Products Corporation, New York.
Blended Whiskey. 86 Proof. 70% Grain Neutral Spirits.

"CANDID MICROPHONE" CATCHES PEOPLE OFF-GUARD

New radio show secretly records what New Yorkers say in odd situations and puts results on the air

The American people are already the unre-sisting objects of more polls, probes and sur-veys than the rest of mankind put together. Now a new and deeper invasion of privacy has appeared. This is the candid microphone, a de-vice with which Radio Producer Allen Funt re-cords the unguarded remarks of his fellow citi-zens, then replays them on a national radio hookup (Candid Microphone; Monday nights at 9:00 EST on the American Broadcasting Co.).

To get material Funt conceals a microphone in his clothes, opens a conversation with some passer-by. The microphone is connected to a hid-

den recording machine which takes down every-thing said. Funt may try to pick up a girl (*below*), offer a man \$25 to shave off his mustache or soli-cit funds to buy igloos for Eskimos. Sometimes he plants a microphone in a promising place like a beauty parlor or the waiting room of a ma-ternity ward. Afterward he explains that it was all a joke and asks permission to put the conver-sation on the air. Hardly anyone refuses.

Funt plans his interviews around a situation of universal interest. He then tries to rile his subjects, but most of them accept his subtle heckling so placidly that the interview falls flat.

For this reason Funt often restages the same sit-uation over and over before getting something he considers fit to broadcast. On these pages LIFE prints a few of Candid Microphone's best in-terviews to date, along with photographs show-ing Funt at work on his unsuspecting victims. Although none of these photographs was posed, some do not picture the actual printed interview. For example, the girl in the picture below re-buffed Funt's advances brusquely, and he was forced to attempt several other pickups on other park benches before finally recording the con-versation printed at the bottom of this page.



INTERVIEWER ALLEN FUNT ATTEMPTS TO PICK UP A STRANGE GIRL IN THE PARK WHILE HIS SOUND ENGINEER CAREFULLY RECORDS EVERY WORD THEY SAY

Scene: Central Park

A.F. Nice day.

GIRL. Beg pardon?

A.F. Nice day.

GIRL. Passable.

A.F. You know, some people take a long time saying what they really have on their minds, but I'd like to be a little different. I think you're a very attractive young lady, and I'd like to make a date with you.

GIRL. That's not so very different.

A.F. Is there a chance you might . . . ? —

GIRL. . . . make a date with you? Well, it's all a little informal.

A.F. Well, it is informal but I think it's acceptable.

GIRL. But I don't know your name. I don't know where you're from . . .

A.F. But just for the heck of it, wouldn't you con-sider it?

GIRL. Well, no, I don't think I'd do that. It's pretty informal.

A.F. Yes, but I'm sure we'd be compatible.

GIRL. What makes you think we'd be compatible? The odds are pretty much against us, don't you think?

A.F. What do you mean?

GIRL. Well, what do you like to do? Who do you know that I know?

A.F. I'm sure I don't know anyone you know, but I bet we could find a lot of things in common we'd like to do. You like good food, don't you?

GIRL. Who doesn't like good food?

A.F. Well, we could start the evening with dinner. You like good music?

GIRL. I'm crazy about music.

A.F. Then we could spend part of the evening at a concert and . . .

GIRL. Wait a minute! We're already at a concert and I don't even know your name.

A.F. We can get to all that. If you're daring enough to make a date with a man you've known as short a time as you've known me, I'll bet we could have a really swell evening.

GIRL. Now you're saying, "I dare you." That's an old line.

A.F. I didn't mean to dare you. I was only suggesting...

GIRL. . . . that I go out with you. Well, I'd have to think it over. You'd have to sell yourself.

A.F. Sell myself? Maybe I could.

GIRL. Are you married?

A.F. No! I wouldn't begin to talk about this if I was. What else could I tell you to sell myself?

GIRL. My husband's a salesman. He has a *good* line.

A.F. Your husband! You didn't tell me!

GIRL. You didn't ask me.

CONTINUED ON NEXT PAGE

77

want a **new** range
that's faster, *cleaner*...
easier to cook with...
fully automatic?

LIGHTS WITHOUT MATCHES.
Top-burners, oven, broiler
— everything turns on
automatically . . . instantly!

BROILS WITHOUT SMOKING.
Luscious red meat flavor
sealed in as only the quick,
clean, live Gas flame can do it!

COOKS WITHOUT A LOOK. Auto-
matic clock control turns Gas on
and off . . . cooks complete
oven meals with no watching!



FOR THE VERY FINEST in modern automatic cooking appliances, look for the "CP" seal. It's on this super-modern **CALORIC** Gas range and on dozens of other models—all built to "CP" standards. See these stunning new ranges at your local Gas Company or Gas appliance dealer's. There'll be one that's just perfect for your "New Freedom Gas Kitchen."

AMERICAN GAS ASSOCIATION, 420 Lexington Ave., New York 17, N. Y.

GAS has got it!

"Candid Microphone" CONTINUED



WIFE BENDS OVER WITH MICROPHONE TO CATCH HUSBAND'S MUMBLINGS

Scene: Bedroom of a remarkably heavy sleeper whom Funt knew in the Army. The wife is an accomplice.

WIFE. Tom! Tom, it's time to get up.

HUSBAND. Uhhmm.

WIFE. The clock went off 15 minutes ago.

HUSBAND. All right, honey, be right up. Coming up, dear.

WIFE. You've got a lot to do today so you must get in early. *Tom.*

HUSBAND. Yes, darling. I know, I know.

WIFE. Come on, darling, you can't keep this up. Don't stall any longer.

HUSBAND. Listen, would you please get lost for a few minutes? Please. I'll be right up.

WIFE. Tom, *please.* You can't fool around any longer.



AFTER CONSIDERABLE URGING, HUSBAND IS STILL COMPLETELY INERT

HUSBAND. All right. I'm up, I'm up, I'm up.

WIFE. Coffee's ready, Tom. *Tom!* Coffee's ready.

HUSBAND. All right, honey.

WIFE. Your orange juice is nice and cold.

HUSBAND. All right, honey, I'm up.

WIFE. It's *late.* If you're up, why don't . . . ?

HUSBAND. **ALL RIGHT!** Listen, I'll be up. Just leave me alone, *please!*

WIFE. Each and every morning—I'm *tired* of it. Will you please get up?

HUSBAND. Will you please go away and lose yourself for five minutes?

WIFE. I don't want to have to speak to you again. Will you please get out of bed and look as though you're alive for a moment, please?

HUSBAND. Will you please look as though you're getting lost for a moment, please? Go away and let me alone, will you?

WIFE. I think if you took a shower you'd feel good.

HUSBAND. I think if you got lost I'd feel better.

WIFE. I don't like your talking to me that way. For the last time, *will you get up?* It's *very* late. It's 9 o'clock.

HUSBAND. 9 o'CLOCK! [*He gets up.*]



HUSBAND AWAKENS TO SEE MICROPHONE AND FUNT THERE LISTENING

[CONTINUED ON PAGE 81](#)

**\$41,000
in Prizes!**

Win a new Kitchen or \$5,000 cash!



—completely installed and equipped
—designed especially for your home!



OR you can have any of these wonderful General Electric units from the Grand Prize kitchen, plus the difference in cash up to \$5,000.

- Refrigerator
- Range
- Automatic Washer
- Electric Sink with Dishwasher and Disposal
- Cabinets
- Ventilating Fan
- Automatic Roaster
- Waffle Iron
- Electric Mixer
- Automatic Toaster
- Automatic Coffee Maker
- Sandwich Grill
- Double-Duty Iron (steam and dry)
- Kitchen Clock
- Radio

Plus a year's supply of Swift's Cleanser

Now you can have the kitchen you've always wanted! Complete in every detail from floor to ceiling—including redecorating and special lighting—everything you need! All designed exclusively for your home and completely installed as soon as possible after close of contest. If you don't need complete new equipment, you can take any part thereof and cash difference up to \$5,000. Gas appliances furnished if requested.

BUT that's not all! There will be many winners in this sensational contest!

Just Look! 1151 Prizes in all!

**Tear
this
out
NOW!**



100 GE ELECTRIC MIXERS—**2nd** PRIZES



500 GE AUTOMATIC TOASTERS—**3rd** PRIZES



500 GE ELECTRIC STEAM IRONS—**4th** PRIZES

**Big Weekly
Bonus Prizes!**

10 ELECTRIC REFRIGERATORS
(8 cubic feet maximum capacity)
EVERY WEEK FOR 5 WEEKS!

Listen to Don McNeill's Breakfast Club, week-day mornings on ABC for special announcements.

1st Weekly Contest starts September 21, ends midnight, September 27
2nd Weekly Contest starts September 28, ends midnight, October 4
3rd Weekly Contest starts October 5, ends midnight, October 11
4th Weekly Contest starts October 12, ends midnight, October 18
5th Weekly Contest starts October 19, ends midnight, October 25

(use this entry blank or just write on the back of a Swift's Cleanser wrapper)

Just add a line to this jingle

Swift's Cleanser's America's finest
It's scratchless and speedier, too
It cuts all the grease in an instant

(Fill in the last line to rhyme with "too." EX-AMPLE: "This cleanser's for me and for you!")

Name _____

P. O. Address _____

City _____ Zone _____ State _____

Read these easy rules.

1. Print or write plainly your jingle line; the last word to rhyme with the word "too" in the jingle, on the entry blank or on the reverse side of a Swift's Cleanser wrapper.
2. Your entry must contain 2 Swift's Cleanser wrappers or reasonable facsimiles thereof. If you use the back of the wrapper to write your entry, accompany it with a second Swift's Cleanser wrapper. If you use the entry blank, attach two Swift's Cleanser wrappers. Print plainly your name and address. Mail your entry to Swift & Company, P. O. Box 1155, Chicago 90, Illinois. Send as many entries as you wish, but be sure to enclose two Swift's Cleanser wrappers with each entry; send no money.
3. Entries will be judged on originality, uniqueness and aptness of thought. The judges' decisions will be final. Duplicate prizes in case of ties. All entries become the property of Swift & Company.

4. Any person living in the United States, Canada and Hawaii may enter this contest—except employees of Swift & Company, its advertising agencies and members of their families. Contest subject to Federal and State regulations.
5. Contest opens September 21; closes October 25, 1947. All entries must be postmarked before midnight of the closing date, and received by October 31, 1947. Entries received before midnight September 27 will be entered in the first week's contest. Thereafter, entries will be entered in each week's contest as received. No entries will be returned and no correspondence entered into. You accept the conditions of these rules when you enter.
6. Winners of weekly prizes and the Grand Prize will be announced over Don McNeill's Breakfast Club radio program (consult your newspaper for time and station) shortly after each contest closes. Weekly prize winners are eligible for other prizes, including the Grand Prize. All winners will be notified by mail. Complete lists of

winners sent on request to anyone sending in a self-addressed stamped envelope.

Contest Clues

Here are facts about Swift's Cleanser that may help you to compose a prize-winning jingle. When you use Swift's Cleanser you will find many more reasons why it is America's finest. Swift's Cleanser is speedy and scratchless! It's the only cleanser that gives you both instant grease cutting and scratchless cleaning. Swift's Cleanser is clean-white in color. It is odorless. It leaves no sediment. Swift's Cleanser comes in a pretty polka dot package in your choice of three colors (red, green or blue) to match your home color scheme. Swift's Cleanser is so fine and smooth it actually polishes as it cleans. Swift's Cleanser was developed in the research laboratories of Swift & Company to be the modern cleanser for modern women to use in the home of today and tomorrow.



Three rings wherever you go...



one ring for purity



a second for body



a third for flavor



I'll take

BALLANTINE ALE

America's largest selling Ale



INTERVIEWER FUNT IS URGED NOT TO READ ALOUD IN A LIBRARY

Scene: Reading room of a library. Funt is reading aloud.

A.F. "THERE MAY HAVE BEEN A HIGHER PERCENTAGE OF LITERACY AMONG OUR FIRST COLONISTS THAN THERE WAS AMONG THE PEOPLE OF ENGLAND AND HOLLAND AS A WHOLE. . ."

MAN. Ah, mister, you're in a library. Don't you think you should read, ah . . . not read aloud?

A.F. I'm sorry but this is a reading room, isn't it?

MAN. It is a reading room, but you should understand. . .

A.F. Well, I'm reading, sir.

MAN. Well, you should not read and disturb others. I am very much disturbed.

A.F. Shhh! Your tone of voice is very loud.

MAN. The same for you.

A.F. But I'm practicing.

MAN. That doesn't take away from the fact that I am reading.



OTHER READER GIVES UP, UNABLE TO COPE WITH SUCH A RUDE PERSON

A.F. Sir, why don't you read your book and I'll read mine and we'll both be very, very satisfied?

MAN. We can if you do your part. On my part, I am quiet.

A.F. Sir, you're making quite a bit of noise now. [He resumes.] "THERE MAY HAVE BEEN A HIGHER . . ."

MAN. I'll report you to the authorities here and . . .

A.F. Sir, if you want to discuss this with me, can't you use a lower tone of voice?

MAN. Well, you were the one that started it. Certainly I was very quiet.

A.F. Yes. Well, we've got the tone real low now. Let's keep it that way.

MAN. That's right.

A.F. "THERE MAY HAVE BEEN A HIGHER PERCENTAGE OF LITERACY . . ."

MAN. But, mister . . .

A.F. Sir, one of us is going to have to compromise.

MAN. One of us is certainly way out of order, and I don't think I am. I can't say any more.

A.F. Well, all right then. Don't say any more. "THERE MAY HAVE BEEN A HIGHER PERCENTAGE. . ."

CONTINUED ON NEXT PAGE



"BUT DOCTOR I DON'T WANT TO BE UP AND ABOUT IN NO TIME! THERE'S A Slumberon MATTRESS ON THIS BED!"



Made with
Patented ORTHO-FLEX
"COMFORT CONTROL"*

You'll love this new kind of deep-down sleeping comfort that you get from the Slumberon Mattress by Burton. It is the mattress made with the patented Ortho-Flex "Comfort Control" innerspring unit. This means a new innerspring resilience—coils individually and so evenly controlled, that the luxurious sleeping surface conforms to your body contour and to your every movement, quietly, and oh, so gently. That's why Slumberon is known as "The Mattress of Silent Lullabies." If you want sleeping comfort like you've never known before, ask your dealer to show you the new and finer Slumberon Mattress by Burton.

*Your dealer will prove by actual demonstration with a fascinating "Seeing Is Believing" testing device, why and how the exclusive Ortho-Flex "Comfort Control" unit assures a new kind of sleeping comfort.

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Burton

BURTON-DIXIE CORPORATION

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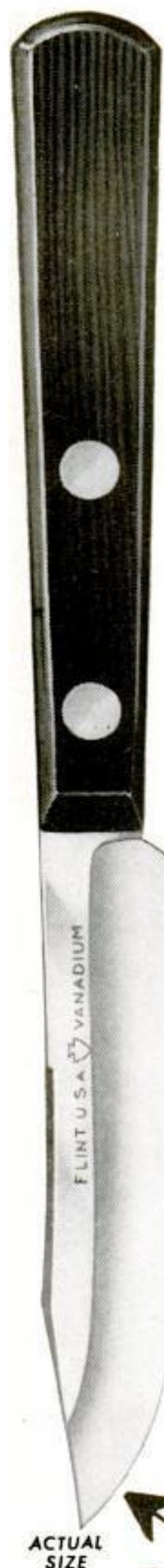
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Manufacturers also of DeLuxe Bedsprings—Hi-Lo Love Seats
Personalized Pillows and Down Comforters



Buy FLINT VANADIUM KNIVES

FOR 7 GOOD REASONS:



- 1 **TOUGH CUTTING STEEL** **SURGICAL QUALITY STEEL**
- 2 **HI-ARC HOLLOW GROUND** **LIKE A RAZOR**
- 3 **TOUGH AS SWORD STEEL** **ELECTRIC FORGE-TREATED**
- 4 **CORRECT BALANCE** **FOR PARING** **FOR CARVING**
- 5 **QUADRUPLE LOCKED** **ANCHOR FAST RIVETS**
- 6 **ROSEWOOD HANDLES** **WON'T CHIP OR CRACK OR BLEED**
- 7 **MIRROR BRIGHT** **POLISHED CHROME FINISH**

NO KNIFE MADE CAN BEAT FLINT* FOR SHARPNESS AND TOUGHNESS

Dull knives make kitchen tasks hard, make men mad, spoil the looks of the food.

Get the best steel you can get. Steel that is sharp. Steel that stays sharp.

That's what you get in Flint Vanadium Knives. Because this steel is hard and tough—surgical quality steel.

Quality chrome-carbon-vanadium alloy steel. Steel so hard and tough it is used in machine tools to cut steel.

Then hollow ground like

a barber's razor to cut better and sharpen easier.

And chrome finished—polished bright as a mirror. To keep looking new.

Remember—for sharpness and toughness—you can't buy a better knife than a Flint Vanadium Knife—regardless of price.

Thanks to modern precision engineering, Flint Knives can be reasonably priced.

Get Flint Knives at any hardware or department store. You'll be glad you did.



Only The Genuine Has The Famous Flint Arrowhead

FLINT VANADIUM KNIVES

PRECISION MADE BY EKCO

*Reg. U.S. Pat. Off.

"Candid Microphone" CONTINUED



Scene: Backstage at the Carnival, a Broadway nightclub. Funt is posing as assistant to a LIFE photographer.

A.F. All right, miss. If you'll just move over here . . .

SHOW GIRL. Oh, please don't ask me to pose for you.

A.F. What's the matter? Don't you want to have your picture in LIFE?

GIRL. Well, not in this costume.

A.F. Why not? Looks good to me.

GIRL. Oh, but it's so . . . well . . . brief! I wouldn't want my mother to see me in this kind of costume.

A.F. Why? Hasn't your mother ever seen the show here?

GIRL. No. She lives in California.

A.F. But she knows you're in the show, doesn't she? What if some of her friends came in to see it?

GIRL. Well, it hasn't happened yet. Most of her friends don't go nightclubbing much.



Scene: A busy street. A man hurries by.

A.F. I beg your pardon, sir. I've just run out of cigarets. Could I trouble you for just one smoke?

MAN. Yeah, sure.

A.F. Gee, no matches either. Could I . . . ?

MAN. Sure. Here's a match.

A.F. Thanks. By the way, could you tell me how to get to City Hall?

MAN. Yeah. Just take the subway across the street—take you right to City Hall.

A.F. Swell! I'd like to write that down. Could I bother you for a piece of paper?

MAN. Sure, here's a piece of paper. But you don't need it. Just take the subway across the street.

A.F. Yeah, but I'd like to write it down.

MAN. Well, all right. Here's a piece of paper.

A.F. Oh, darn! No pencil.

MAN. Here's a pencil.

A.F. Thanks. Now, take the subway . . .

MAN. Any local train . . .

A.F. Any local train . . . Say, I can't write with this package. Would you mind holding it?

MAN. All right, but shake it up, will you? I'm in a hurry.

A.F. Thanks. Any local train to City Hall . . . Say, I'll need nickels for the subway, won't I?

MAN. All right! Here's a nickel!

A.F. No, I didn't mean that. Could you give me two nickels for a dime?

MAN. Yes, here's two nickels.

A.F. Fine! Now before you go, sir, could you tell me the time?

MAN. Yes! It's 11 o'clock, g-----!

On the air a voice interrupts to say, "Censored, censored, censored."



Air Step
FASHION FAIR
OCTOBER 11
TO 18



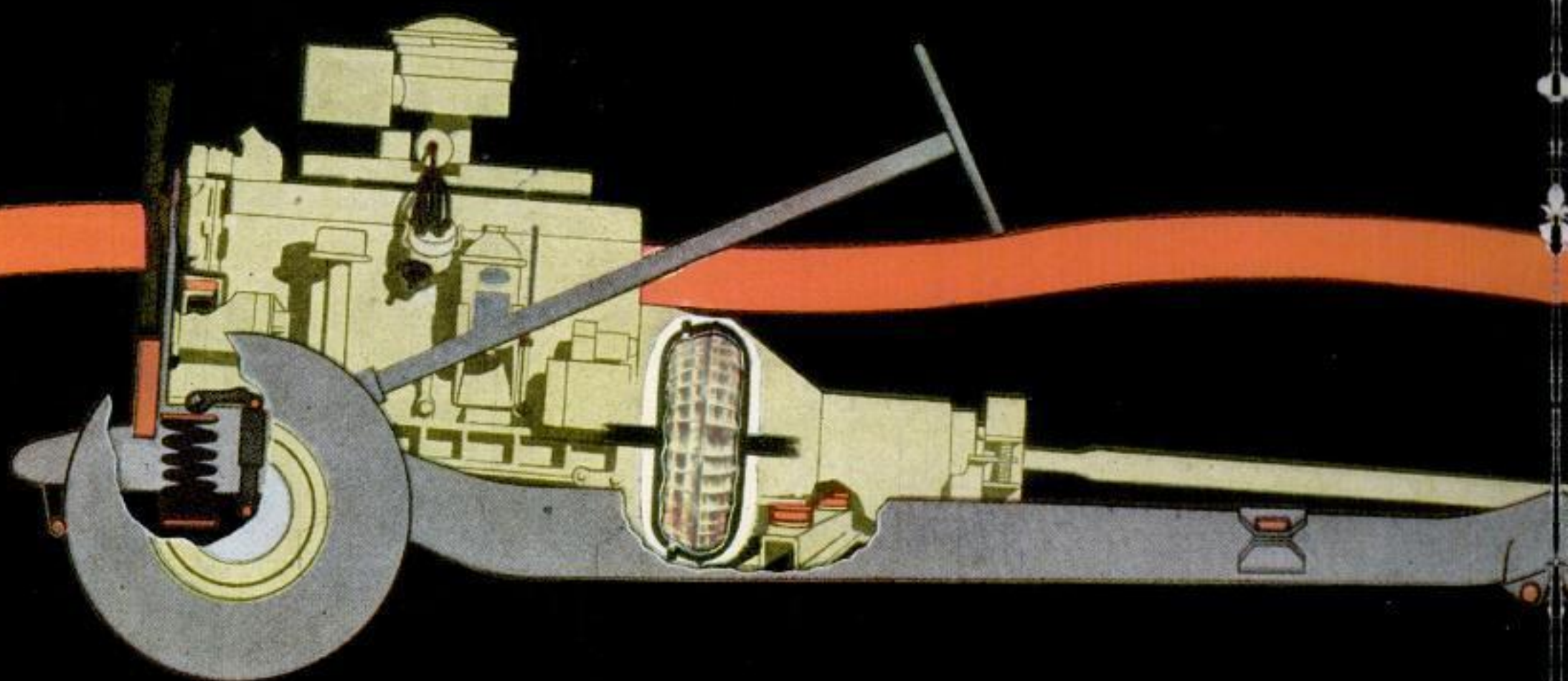
Featuring new fall Air Step styles at better stores throughout the country.

THE SHOE WITH THE YOUTHFUL FEEL

7⁹⁵ to 9⁹⁵



Fluid Ride...





This is another story of ingenuity . . . of the car that floats you as smoothly as a canoe. Perfection is attained by ingenious use of soft yielding rubber, to insulate you from road shock and vibration. Her mighty

"Spitfire" engine floats on rubber mountings. The vibration dampener is cushioned in rubber. Rubber mounted shock absorbers, rubber body mounts, rubber foam seat cushions, rubber cored spring shackles . . .

all are non-wearing features that last the life of your beautiful Chrysler . . . features that combine with the incredible smoothness of gýrol Fluid Drive to create a flowing, gliding, fluid ride that has no equal.

From Coast to Coast, see a Chrysler-Plymouth Dealer for finest service!

the Beautiful Chrysler

WITH HYDRAULICALLY
OPERATED TRANSMISSION
AND gýrol FLUID DRIVE



looks like your lucky day!

WHEN YOU START WITH THIS BREAKFAST OF GOLDEN WHOLE WHEAT!



YOU KNOW YOU'RE LUCKY when you dip into the *clean, fresh* flavor of Nabisco Shredded Wheat! For here's the rich golden wheat in all its *natural* goodness — nothing added . . . nothing taken away. A breakfast so wholesome — so honestly-good you can enjoy it every day without tiring. Here's honest nourishment, too — as much as in a bowl of cooked cereal without the fuss and bother. So "get lucky" with Nabisco Shredded Wheat — the great American breakfast!

"FRENCH TOASTED" Nabisco Shredded Wheat with syrup and bacon is a "dream dish" for Sunday morning. Just one of the many delicious ways to eat Nabisco Shredded Wheat — the basic cereal that's as "every day" useful as bread. Be sure to buy the *original* Niagara Falls product.



One of the many fine foods
baked by Nabisco
NABISCO
National
Biscuit
Company

Delicious, ready to serve...yet
as nourishing as a hot cereal!



TWO ALERT MOTORCYCLE COPS watch a small truck (*upper left*) make an awkward left turn at one of Buffalo's worst traffic intersections (Delaware Avenue and West Delavan Street).



CRESTFALLEN CITIZENS, charged with violating all kinds of traffic regulations, argue, plead and look disgusted. Every one of them got a summons.

CONTINUED ON PAGE 91

How Good Is Your Taste?

Same nurse! Same pose! But which picture would you select over the others to illustrate an appeal for army nurses? Your good taste will help you spot it. The answer is right next door and it's upside down.

"D" wins! "A" is a look to repel wolves! In "B" the lights got into our model's eyes. "C" is fair, but "D" is really in good taste. Adapted from "How Good Is Your Taste?", by Sanford E. Gerard, Doubleday, \$3.00.



A



B



C



D

You Know You're Right!

• You may not agree with the art critics! But when it comes to chewing gum, your own good taste will agree with the sophisticated choice—Teaberry—so deliciously different! That mountain-grown teaberry flavor is so juicy-cool, so lusciously tempting! And you'll prefer the smoother, finer quality of the gum itself. Do try it!

CLARK'S TEABERRY GUM

Carry It with You Always



Packed with Good Taste!

Come over on the
Sunny Brook side!



Enjoy the whiskey that's
"Cheerful as its Name"

When you find Old Sunny Brook, you end a successful hunt for richly enjoyable whiskey. Mellow, isn't it? Something good-natured about its taste? That's fine Old Sunny Brook's true Kentucky flavor you're savoring! Call in your friends—set out a flock of Old Sunny Brook highballs—see how cheerful everyone is when the drinks are "on the Sunny Brook side."



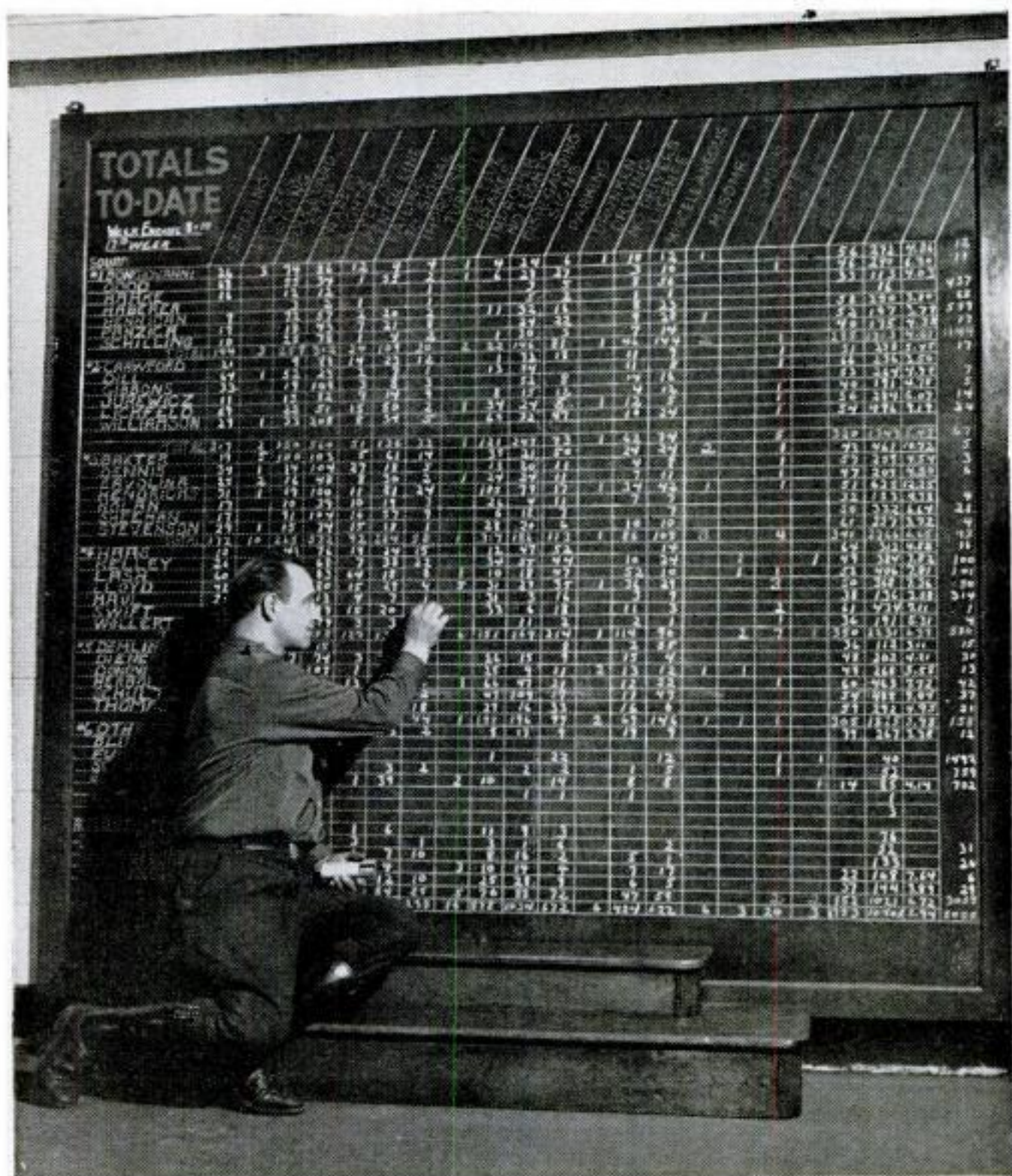
OLD SUNNY BROOK BRAND

Kentucky Whiskey-A Blend

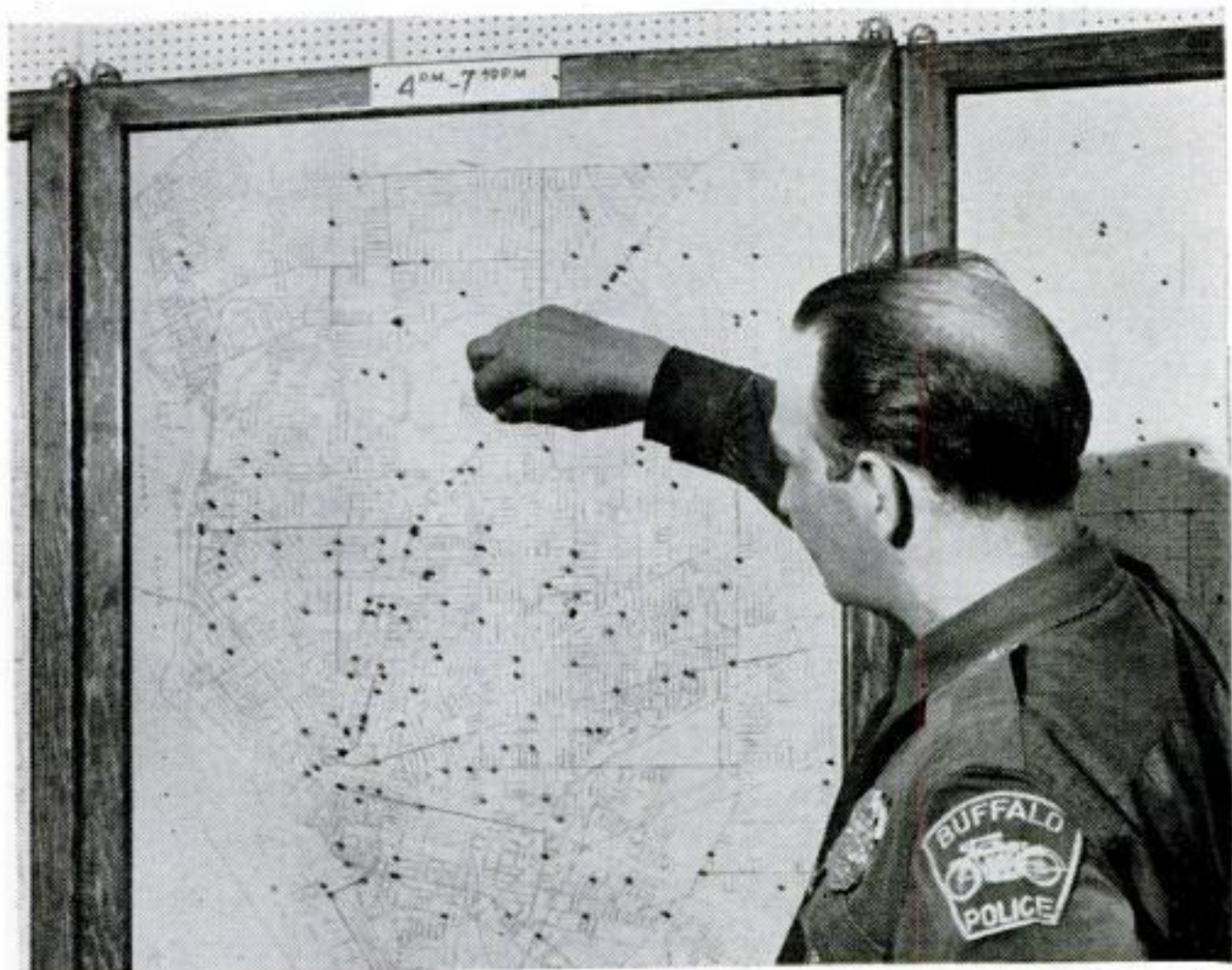


LOOK FOR THIS WATCHMAN
ON EVERY BOTTLE

93 PROOF • 65% GRAIN NEUTRAL SPIRITS • NATIONAL DISTILLERS PRODUCTS CORPORATION, NEW YORK, N. Y.

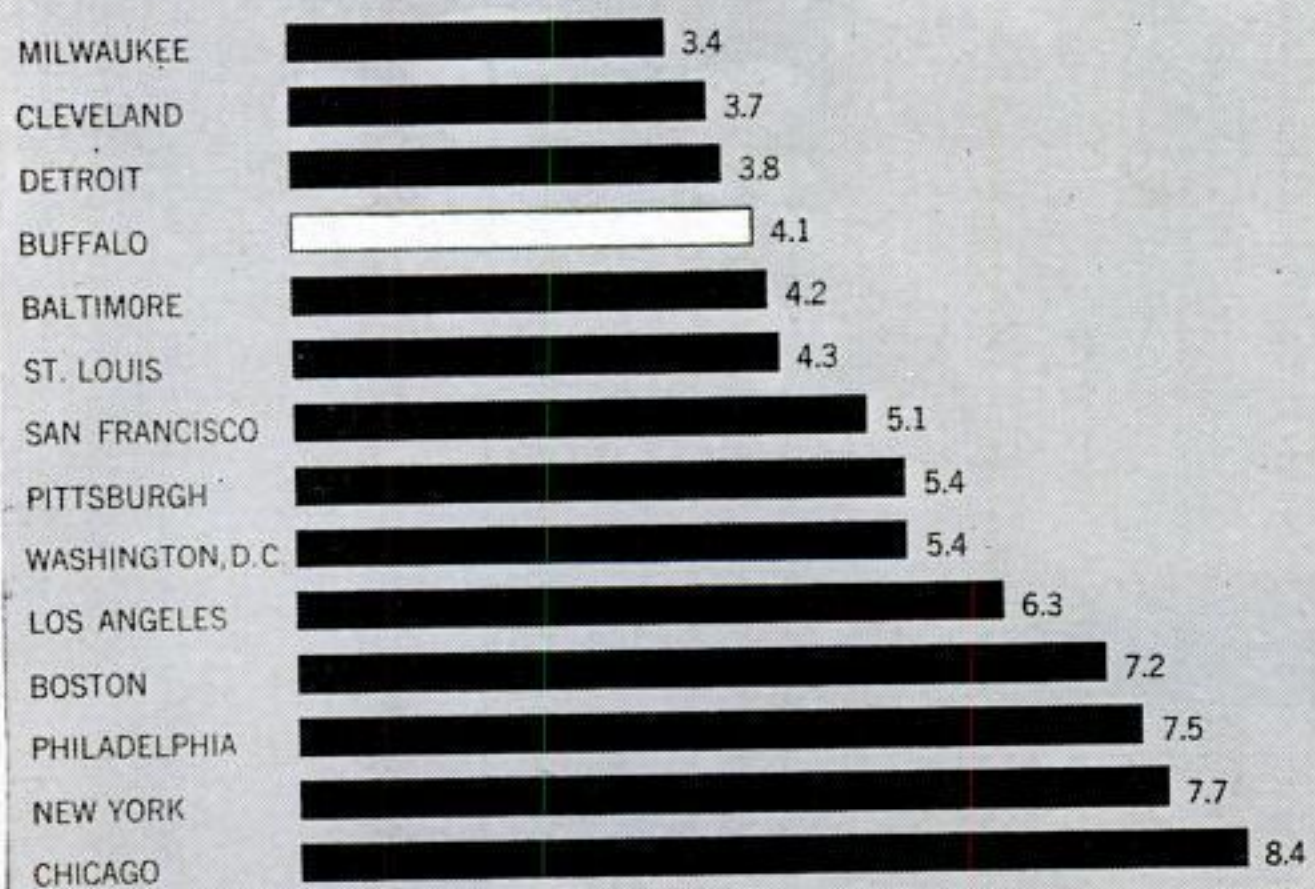


DAILY PERFORMANCE of cops is noted on a big "enforcement board" under headings like "Speeding," "Improper Turn" and "Drunken Driving." Top man is Motorcycle Patrolman Carl Hendricks, with 625 arrests in 51 days.



ACCIDENT MAP is heavily sprinkled with small colored pins to show the city's most dangerous traffic spots. The worst traffic hours are from 4 to 7 p.m.

FATALITIES PER 10,000 REGISTERED MOTOR VEHICLES



NATIONAL STANDINGS of 14 big U.S. cities show Buffalo languishing in fourth place. Chicago, headquarters of National Safety Council, is last.

Don't let
yourself
slip!



LIN-X

SELF-POLISHING

WAX

is **ANTI-SLIP!**

Made by the Makers of *Kem-Tone* the Miracle Wall Finish

More than half of home accidents are caused by falls. Good reason why you should use LIN-X, the Anti-Slip Wax. It bears the seal of the Underwriters' Laboratories, Inc., as an anti-slip floor treatment. Just wipe it on.

59¢
PINT

Also in economical
quart and
gallon sizes



LIN-X is easy to apply—quick to dry! It beautifies and protects your linoleum and wood floors—a wonderful wax that's anti-slip!

You'll also like LIN-X CREAM POLISH for fine furniture, LIN-X CLEAR-GLOSS for linoleum and all interior and exterior wood surfaces! Ask for them today.

NEW! LIN-X FLOOR WAXER

An applicator that makes floor waxing as simple and speedy as floor dusting. It pours the wax and spreads it, too. See it today. **\$2.39**



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RESEARCH**

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Science to Your Home

LIN-X HOME BRIGHTENERS
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The Sherwin-Williams Co., Cleveland

PICASSO

The brilliant Spaniard is this era's most important painter. But is he a truly great artist?

PABLO PICASSO is a Spaniard, now in his 60s, who has lived most of his life in France and who, for a whole generation, has been generally though not unanimously considered the most important artist alive. After a half century of painting, he now has his works hanging in the greatest and most respectable of the world's museums. Even to laymen, who think of him largely as a man who paints women with two faces and sometimes isn't sure what part of a woman's anatomy belongs where, he is the best known of living painters. In France his personality has become a major institution, as described in Charles Wertenbaker's close-up on page 97.

To his admirers, who include an impressive roster of critics and art experts, Picasso is a modern master of art. To his detractors, who are numerous and vociferous, Picasso is a scintillating virtuoso whose art adds up to spiritual emptiness. Picasso has been the subject of extreme adulation and of bitterest denunciation. Whether he likes it or not (and all evidence indicates that he likes it very much) he has reached a position where he must be judged not simply as a brilliant, controversial contemporary but as a candidate for a place up among the great masters of other generations.

As a versatile artist Picasso has few equals in history. An extraordinary draftsman, he is able with a few lines to give motion, meaning and grace to a simple group of figures (*bottom, opposite page*). His technical skill has carried him with few missteps through his many painting periods, described in the following color pages. Like most young artists Picasso started by imitating his elders. But whereas most artists as they mature prefer to record with some continuity or consistency their own reactions to nature, Picasso continued to adopt and build on the art of others. He became a jack-of-all-trademarks. He progressed through his famous "blue," "rose," "Negro" periods like a hungry man at a cafeteria, helping himself to everything. Then he cooked his own ragout of primitive, classic, cubist, surrealist art, seasoned it according to his own taste and presented it to an astounded world.

His great skill made it safe for Picasso to become a revolutionary innovator. His art took on a quality of extraordinary audacity. Often it presented new and daring ways of looking at nature, as in the cubist paintings which broke down conventional forms into geometrical patterns. In his preoccupation with form and texture, Picasso concocted odd constructions of wood, wire and string; pasted strips of oilcloth and paper on some of his abstract paintings, and doused others liberally with sand. Sometimes it appeared that Picasso's audacity was on the level of a child dumping jam on a tablecloth, but at least it demanded and got attention.

Younger artists followed Picasso, delighted and enthralled by his swift and fearless changes. More than anyone else, Picasso brought African Negro art to the attention of modern artists, into whose canvases and carvings crept the rude, primitive distortions of the jungle. When Picasso and artists like Braque turned to cubism and other forms of abstraction, hordes of painters followed in taking nature apart and putting it back together again in strange, unorthodox relationship. After the purer artists came the camp followers of modern art—the shop-window dressers, the advertising artists and layout men,

the interior decorators who took up and commercialized the gospels Picasso spread.

It was not only because he was bold and skillful that Picasso was influential. It was also because he was an exceedingly successful example for any ambitious artist. Shrewdly managed by his dealers, Picasso

became the richest painter in the world, his paintings bringing as much as \$200,000 each. The market was helped by overblown publicity, which Picasso could always provoke with a new work that seemed particularly shocking or outrageous. It was helped by sycophantic criticism. Though he has been the pet of art sophisticates, Picasso has also been the most widely reproduced of modern painters. In reproduction Picasso's good draftsmanship and bold patterns are not at all impaired while his less outstanding technique of applying paint is hidden.

But if Picasso is a great innovator, if he has been enormously influential and famous, does he deserve then to rank with men who by their art have given the world new understanding of the good, the true and the beautiful? With perspective and detachment, which time now makes possible, people in the art world are trying to decide—as much as any generation can decide about a contemporary—how close Picasso comes to greatness.

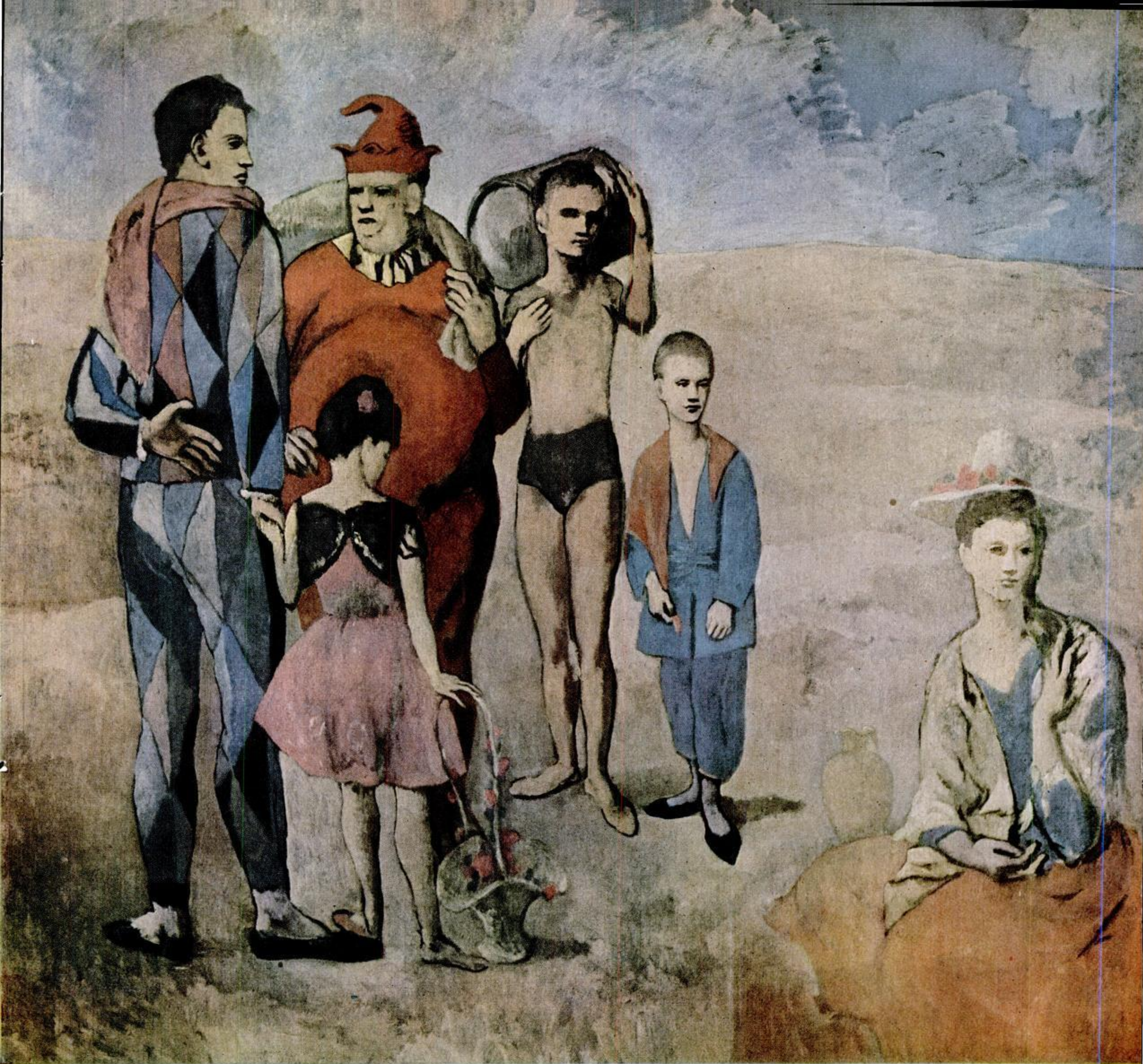
Leo Stein, late brother of Gertrude and an early patron of Picasso, has given a verdict. "He would have been a truly great artist," said Stein, "if he had been more genuine; as it is, he's an extraordinary phenomenon." There is little evidence that Picasso has felt deeply about things he painted—a famous exception being *Guernica*, his attack on the Nazi bombing of the Spanish town. His technique has hidden the fact that he has been an artist of no profound spiritual insight.

"What then is the sum total?" asks Michael Ayrton, English painter and critic. "To pin the history of one's own times, like a butterfly to a setting board, takes genius, and that Picasso has done; to influence the visual approach of half the world requires supernormal power, and this Picasso has; but in my view neither of these impressive achievements adds up to great art. . . . The crux and center of Picasso's art is . . . hysteria and in this he so echoes the prevailing evil of the age that he seems to be its prophet. . . . The whole body of Picasso's work amounts to a vast series of brilliant paraphrases on the history of art. . . . In terms of the art of painting, in terms of the living, breathing symbol of man's tribute to the work of God, it is no more than a vast erection of bones in the graveyard of experience."

Any esthetic indictment of Pablo Picasso must also be an indictment of the present artistic generation, of which he is perhaps the most typical as well as the greatest symbol. It is a strange and peculiar era in which many of art's basic functions have been increasingly threatened by technology and in which the overwhelming mediocrity of mass taste—in movies, radio, popular music and so on—has led intellectuals and artists into an almost pathological revolt against the artistic preferences of the common man. The situation has produced a cultural schizophrenia that has invaded nearly every feature of 20th Century art. In the perspective of history, Picasso may still rank as one of the most important figures of this period. But where the period itself will rank when measured alongside such rich eras as the Italy of Michelangelo, the Europe of Beethoven or the Greece of Phidias is another question.



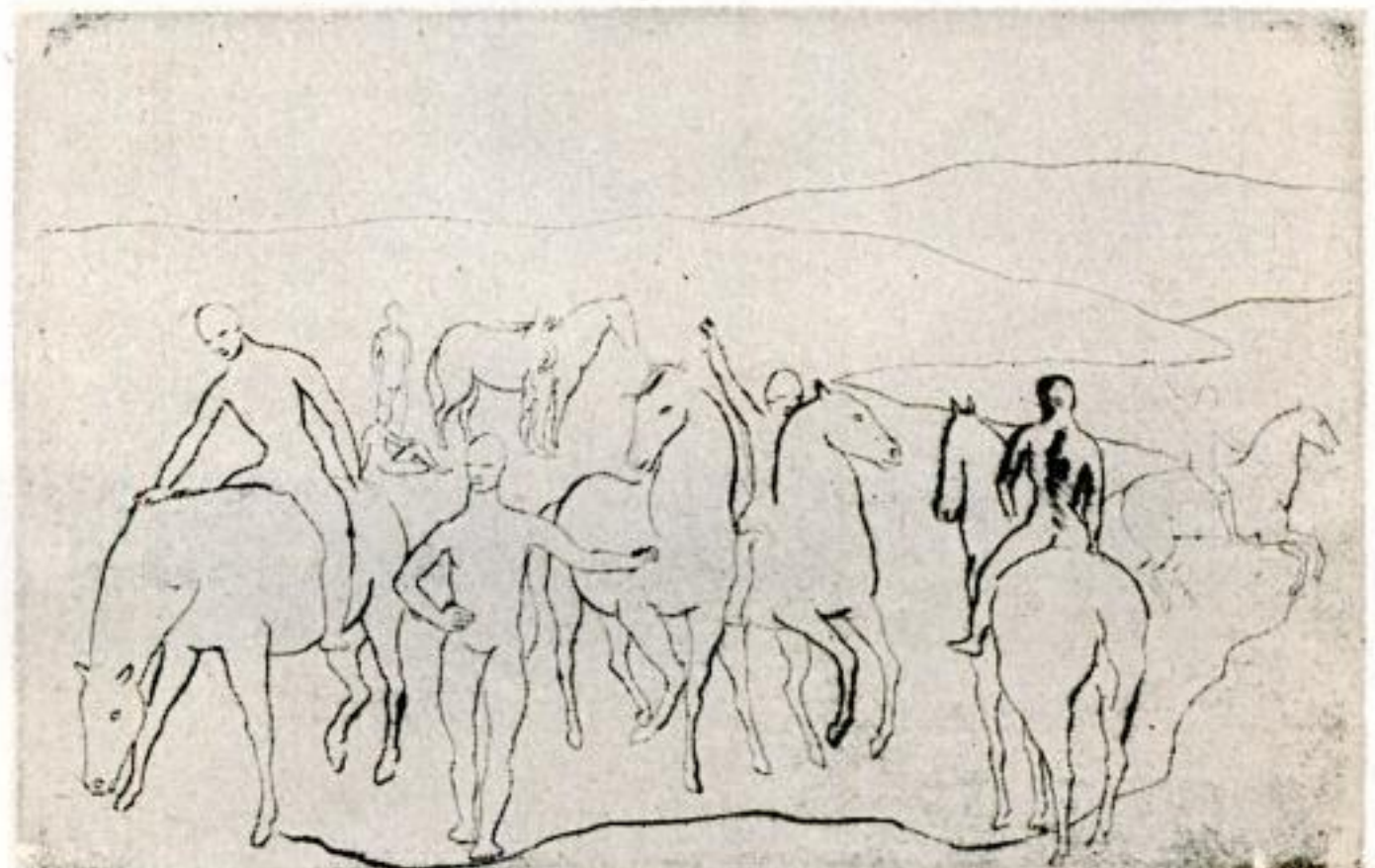
PICASSO LOVES PIGEONS, likes to lure them into his studio in Paris and stand contemplatively with bird perched on his head.



THE "ROSE" PERIOD of Picasso produced *The Family of Saltimbanques*. Owned by Chester Dale, the painting now hangs in the Art Institute of Chicago.

TO most people the most intelligible of all Picasso's paintings are those done in the "blue" and "rose" periods. To Picasso's ardent protagonists, however, the comparatively straightforward approach of these periods makes them the least interesting of his works.

The paintings of the blue period, which began in 1901 when Picasso was a 20-year-old unknown painting student in Paris, plainly showed the artist's derivation from Degas, who painted graceful ballet dancers and performers; from Puvis de Chavannes, the French artist who painted sad blue pictures, and from the great 17th Century Spanish artist, El Greco, who painted elongated figures. Picasso carried all these art ingredients into his next period when, around 1905, he changed his color scheme from dominant blue to dominant rose. The most ambitious of the rose period pictures is *The Family of Saltimbanques*, the group of solemn circus characters shown above. To the blue influences have been added the romantic feeling of Watteau's harlequins and the gentle, classic lines of Greek decorations. The whole painting has a stiff, fragile air. Playing variations on his own work, just as he did on the works of other artists, Picasso used these same figures over and over again in many prints and drawings. *The Family of Saltimbanques* is valued at more than \$100,000. Etchings and drawings done in the same period bring as much as \$375 apiece.

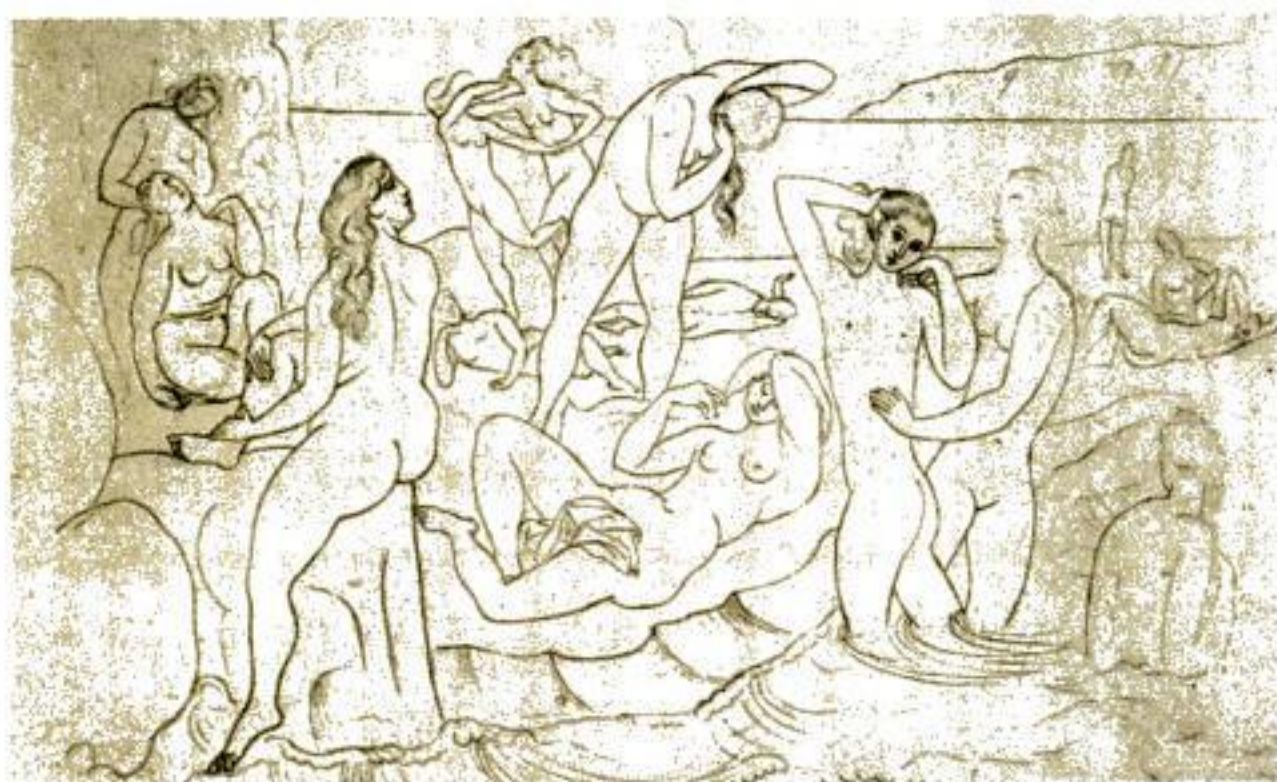


DRY POINT of horses and figures was done by Picasso in Paris in 1905. They are delicately drawn and display the mastery of line Picasso has always had.

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"NEGRO" period produced *Les Femmes d'Alger*. Painted in 1907, it was in a private collection until 1939 when Museum of Modern Art got it.



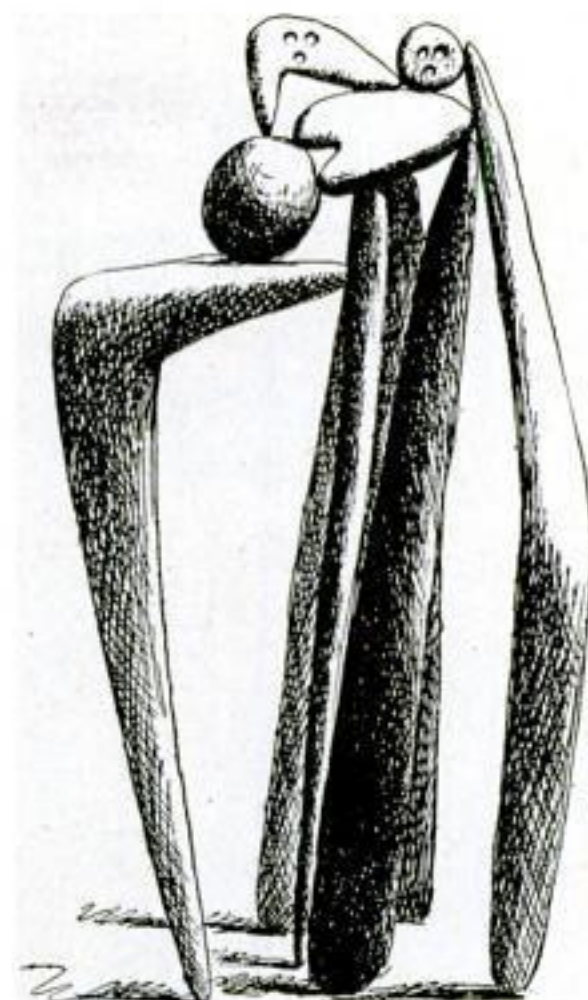
DRAWING of *The Bathers*, done in 1918, combines 15 figures in a clever distortion of Ingres, whose great classicist works Picasso carefully studied.

PICASSO'S rose period ended with the first of the abrupt switches which sent the artist careening through a series of styles. Spurred to feverish invention by Cézanne's newly acclaimed experiments in color and form and using as a prop African Negro art, which suddenly became a vogue in Paris, Picasso launched into his "Negro" period. He transferred to his own canvases the fearsome distortions and grotesque colors of Africa's witch doctors, painting sharp, elongated noses, staring button eyes and pointed bellies. Around Picasso swarmed cultists who made him the high priest of modern art, collected fetishes made with bits of African hair and teeth. To induce the proper primitive mood some even took ether or hashish as the master himself once did.

The huge *Femmes d'Alger*, 8 feet high (above), is the most highly priced painting (\$30,000) of Picasso's Negro period. He repainted it many times. When it was brought to the U.S. in 1937, New York's Museum of Modern Art described it as a masterpiece of "formidable, dynamic power," but the *New York Times* dubiously wondered if the *Femmes* were not chaotic and perhaps even disastrous, and Gertrude Stein's brother Leo, an original "discoverer" of Picasso, called it "a horrible mess."

"CLASSIC" period (1918–1925) contains some of Picasso's most charming work. *The Lovers* (right), owned by Chester Dale, is in Chicago's Art Institute.

"WOMAN IN WHITE" (below) is one of the best known of his classic period when Picasso made linear paintings of figures with Grecian heads.



"BONE" period (1929) was so named because figures had the look of bones. Above is his *Design for a Monument*, which Picasso proposed for the Riviera.

"SURREALIST" period for him was brief (1924–25). In it Picasso did *The Red Tablecloth*, which contained a semiclastic bust done in an abstract style.

CONTINUED ON NEXT PAGE



IN the "stained glass" period (1932) Picasso reached back for inspiration to the Middle Ages in France and to the medieval Catalanian frescoes of his own birthplace.

His *Girl Before a Mirror* (above), which has been called the "metamorphosis of a girl clothed, nude and X-rayed," shows a two-faced girl (the figure at left) looking at her highly abstract reflection in a mirror (right). At this time Picasso has not disintegrated all form. In the reflected girl

he takes apart and rearranges her body as it pleases him. The green and white circles may be breasts. Other arrangements of lines and curves normally suggest other parts of the anatomy. Picasso, however, does not like explanations of his pictures, insisting that he can make his own rules of resemblance. Once standing before a painting of a conventionally drawn figure, Picasso disdainfully pointed to its nose and said that was not a nose. He made two dots on a piece of paper, insisted that this was a nose.



Portrait of the Artist

At 65, Picasso has
a new art style and
a young new love

by CHARLES C. WERTENBAKER

IT has been said that the tone of a great city at certain times is determined by a very few people. This has not often been true of Paris, which has so forceful a character that at most times it can absorb the strangest and greatest of men. But eight years of struggle and discomfort have so drained Paris of its vitality that its grandeur and its beauty are now relished by a brood of drab and somber people. Among them no statesman, no soldier, no editor or writer speaks with authority or distinction. Of the great revolutionary painters of the early 20th Century, most of whom are still alive and working, some have faded, some were smirched by collaboration, some, like Rouault and Matisse, have virtually retired from the world which so extravagantly admires them. Picasso lives in and gives life to the city, and most Parisians would agree that this energetic, courageous and mischievous Spaniard, who is not even a citizen of France, can be called the first citizen of Paris.

Neither Picasso's stature as an artist nor his quality as a human being is alone the reason for this. Nor are both together the entire reason. The eminence to which Paris has spontaneously raised Picasso is based on six lesser considerations:

1. He is the most talked-about man in Paris.

2. More people try to get into his studio than into any other private place in Paris.

3. Picasso is sounder than the Bank of France and he mints a more stable currency.

4. Picasso, by his mere existence, does immense discredit to the present government of Spain.

5. The most prolific and unpredictable artist of his time has once more changed his style.

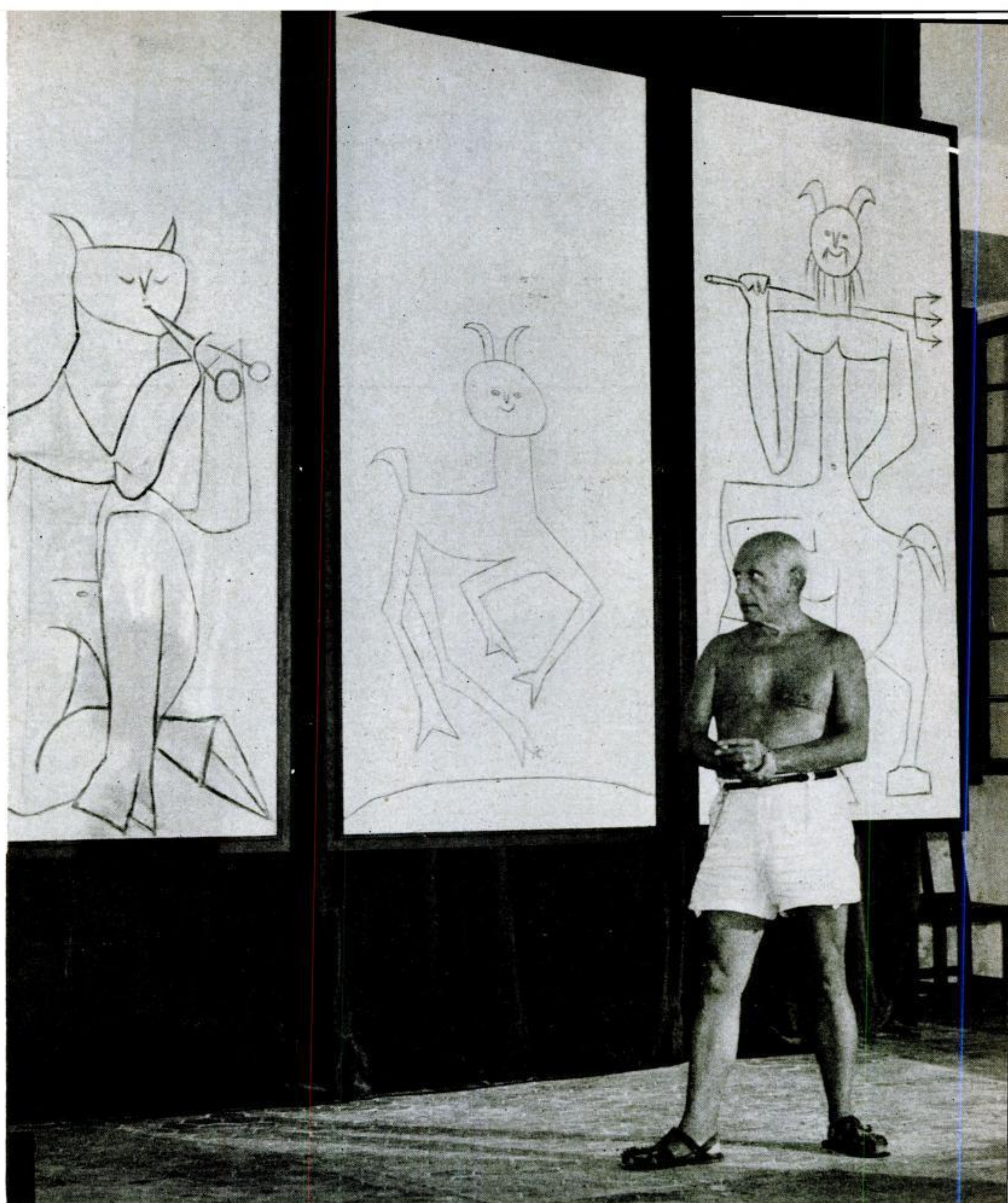
6. Picasso is in love.

The only person in France who can compare with Picasso as a subject of conversation is Charles de Gaulle. But de Gaulle puzzles people. Picasso delights them, and so they go on talking about him longer. By now the truth and the legend about Picasso seem equally fascinating and important. Picasso stories have come to resemble the old Ford stories, both in their institutional quality and in the fact that they never really happened. Samples: the American street painter who was annoyed by a little man (Picasso) with wisps of gray hair sticking out from under his hat who kept peering over his shoulder and telling him where to put his paint; the restaurant proprietor who stuffed into the stove a paper tablecloth on which a nondescript stranger (Picasso) had scrawled some pictures.

Picasso is now harder for a stranger to get to

see than the President of the Republic. He has taken down the sign which used to hang above his doorbell and which said simply, ICI (Here). Gone are the exciting postliberation days when he was too happy to paint, when he kissed the first American soldiers who burst into his studio, exclaiming, "You two are so lovely!" and when he did not mind his liberators' leaving their PX gifts on a freshly painted canvas. Gone are the days, somewhat later, when Picasso was a public monument and the Red Cross ran tours to his studio, and once, when he gave permission for a delegation to visit him, the visitors arrived 300 strong.

Picasso's apartment is a couple of blocks from the river, in Paris' Latin Quarter. His friends, and visitors who are vouched for by his friends, can see him there almost any day between 10 a.m. and 1 p.m. Up those four flights of 58 steps, which wind first one way and then the other and finally bump the visitor nose-on against the door, is the huge and rambling set of rooms where Picasso lives and works. A small entrance hall filled with potted ferns and plants leads into a big, high-ceilinged room, painted a dingy white and littered with canvases, books and the accumulated junk of one of the greatest junk-collectors of all time. Here, if Picasso



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PICASSO CONTINUED

is in his studio, the visitors wait like a doctor's patients, sometimes 20 or 30 of them, to be ushered farther in groups. Next comes the sculpture studio, jammed full—wood and stone cats with their tails outstretched, skulls and head reliefs, busts and female figures.

Up from the sculpture studio by another spiral staircase is the lofty top-floor studio where in the afternoons and evenings Picasso paints. Here, usually, he receives his morning guests, among the hundreds of paintings propped along the walls, on or under easels or laid on top of one another, edgewise like building blocks. There is no furniture in the room but the easels, the flimsy cross-legged tables that Picasso uses instead of palettes and two chairs that nobody ever sits in. Picasso offers his visitors nothing except the privilege of being with him. If there are many of them, he will dart from group to group, talking a good deal, laughing a good deal, his brilliant eyes ever alert for something especially amusing or beautiful. He is generally dressed in sandals, baggy trousers, a striped Basque shirt (which he wears as an undershirt) and, if the weather is cool, an old sweater or coat over the shirt.

To privileged visitors Picasso will show his bedroom; to those particularly privileged, his bathroom. "I am proudest of my bathroom," he says, and only an American would be unimpressed by the modern fixtures. The bedroom contains a large brass bedstead covered with a cowskin, some odd pieces of furniture, usually littered with odder garments, and the only table at which Picasso can work. This table he uses for sketching; he paints standing up or squatting down or kneeling over a canvas on the floor.

Other rooms are tucked away in this rambling, disorderly but meaningful apartment, so characteristic of its owner. There is a kitchen—easily the neatest room in the place, with an electric stove, a white-tiled sink and water heaters—in which are domiciled, in cages, two pigeons, two canaries and an owl. The household consists of Marcel, the chauffeur; Inez, the cook, and the many birds who have the freedom of the apartment. Picasso got his love of pigeons from his father, who painted them along with other birds, animals and flowers. Picasso still remembers one of his father's paintings of a pigeon cote, with "hundreds, thousands, millions of pigeons." When his father was too old to paint the intricate patterns of a pigeon's feathers, he would pin the wing to a canvas and set young Pablo to copying it. One day in 1894 he decided he was too old to paint at all, gave his paints, palette and brushes to his son and never used them again.

He began to paint as a boy

PICASSO'S father was an art teacher named Ruiz. Picasso was his mother's name and the artist's full name is Pablo Diego José Francisco de Paule Juan Nepomuceno Crispín Crispiano de la Santissima Trinidad Ruiz Picasso. Pablo was born in Malaga, Spain, later moved to Barcelona. In every school he was forced to attend he worked diligently to avoid cluttering his mind with an education. But at the age of 15, after considerable training from his father, he passed the entrance examination for the advanced course of design at the Academy of Fine Arts in Barcelona. This so enthused his family that uncles and aunts all chipped in to send young Pablo to Madrid, where he passed the Royal Academy examinations as easily as he had passed those in Barcelona.

In his late teens Picasso was well known in intellectual circles in Barcelona, the most cultural city in Spain, both as a conversationalist and as a promising painter. Two of his pictures won medals. He was poor but not desperately so and he worked in a one-room apartment. The rest of the house was the workshop of a corset-maker, and the machines so fascinated Picasso that he spent much of his time embroidering carnations on corsets with a machine. But Picasso was too restless and ambitious to stay in Barcelona, and in 1900, when he was 19, his family let him go to Paris on condition that he be home for Christmas.

For the next few years Picasso lived half in Paris, half in Barcelona. His first show in Paris, in 1901, was a flop. So was a second exhibition the next year; most critics dismissed Picasso as an imitator of Toulouse-Lautrec and Van Gogh. But these exhibitions won him the friendship of the critic Gustave Coquiot and the poet Max Jacob, one of his earliest and closest friends. Other friends in his first years in Paris were mostly Spaniards, for Picasso spoke no French, but gradually he came to know such writers as Cocteau, Appollinaire, Gertrude Stein; the painters Braque, Derain, Matisse, Rousseau and Marie Laurencin. Gradually, too, he began to make a little money from his painting. By 1908 he was able to buy a picture from Henri Rousseau, the famous painter of

CONTINUED ON PAGE 100

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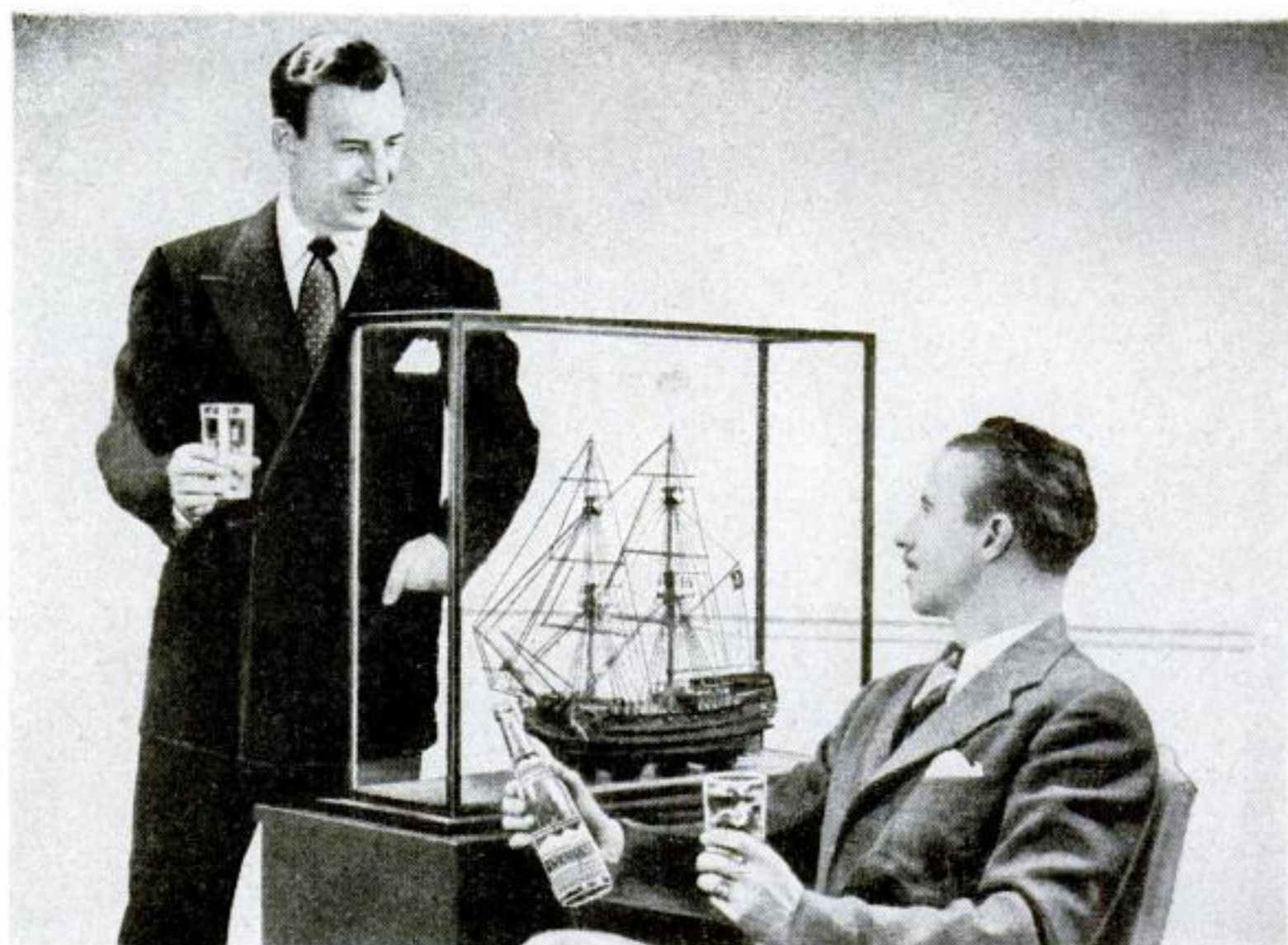
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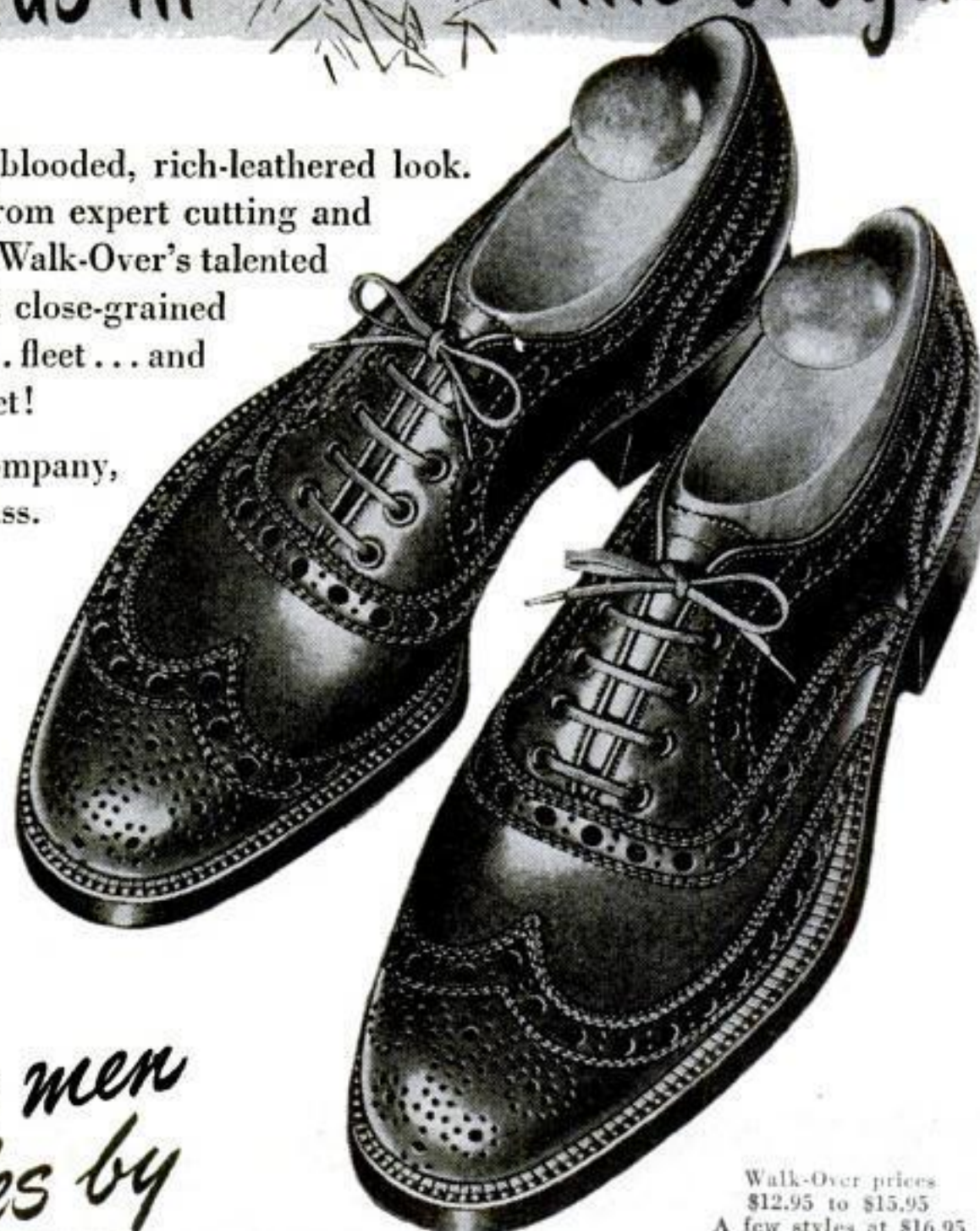
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PICASSO'S PAST MISTRESS, Dora Maar, from whom he parted in 1945, was the subject of many Picasso portraits. The four above range from straightforward likenesses to two-faced and chaotically disenchanted interpretations.

PICASSO CONTINUED

primitives, and to give Rousseau a banquet. This banquet has been reported as follows:

"Thirty people came; the dinner didn't (till next noon), and the dinner hour was a wild search around the neighborhood for anything whatsoever of an edible nature. Marie Laurencin flung herself on a divan, landing spang in the midst of six dozen raspberry tarts. Rousseau, enthroned on the most nearly solid chair mounted on a soapbox, accepted all the homage, grew drunkenly sleepy and nodded while a candle above his head steadily dripped wax, forming a sort of dunce cap."

This party was in Picasso's tenement studio, "*bateau lavoir*," in Montmartre, where he lived with "La Belle Fernande," the model Fernande Olivier. In those early Bohemian days Picasso smoked hashish, carried an automatic, went to prizefights and the circus, dressed in blue jeans and polka-dotted shirts. Occasionally he wore a hat, which he kept in a drawer with a white mouse. He said he preferred the Spanish countryside to the French because the latter "smelt of mushrooms," and once he said to Cocteau, "Let's paint as we live, without giving a damn, naturally, like dogs." But with his growing success his habits changed. Says Fernande Olivier, now a small, stout and withered woman, "One day I left because he had been unfaithful to me. I waited with patience for him to come and bring me back, but he never came. He was fond of women."

Picasso dropped some of his old friends when he became famous. This was the period of his marriage to the Russian ballet dancer, Olga Koklova, when he affected dark coats and striped trousers and took his two dogs walking every morning at 9; when his apartment in the Rue la Boétie was described as being "furnished in banal good taste, like the home of a fashionable physician"; when Olga talked him into buying her an Hispano-Suiza and finally talked him out of a whopping divorce settlement in 1937, after bearing him a son.

The Spanish civil war made Picasso a political man. Up to 1936 he had lived for his art and for the pleasures of living, but toward the end of that year he emerged from a personally troubled and comparatively unproductive period to work for the first time with a savage and politically directed purpose. For the Spanish Republican government he produced *The Dream and Lie of Franco*,

CONTINUED ON PAGE 10

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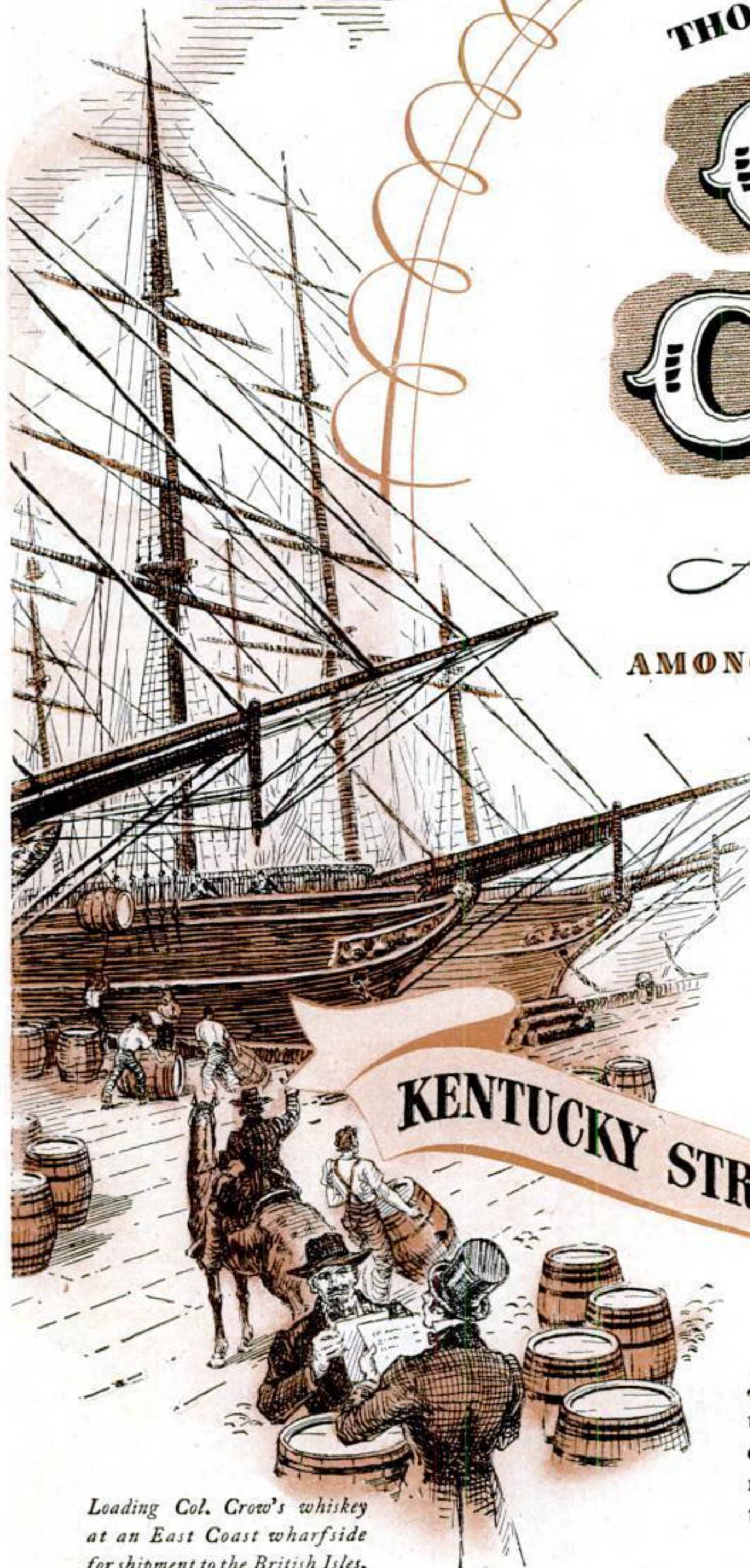
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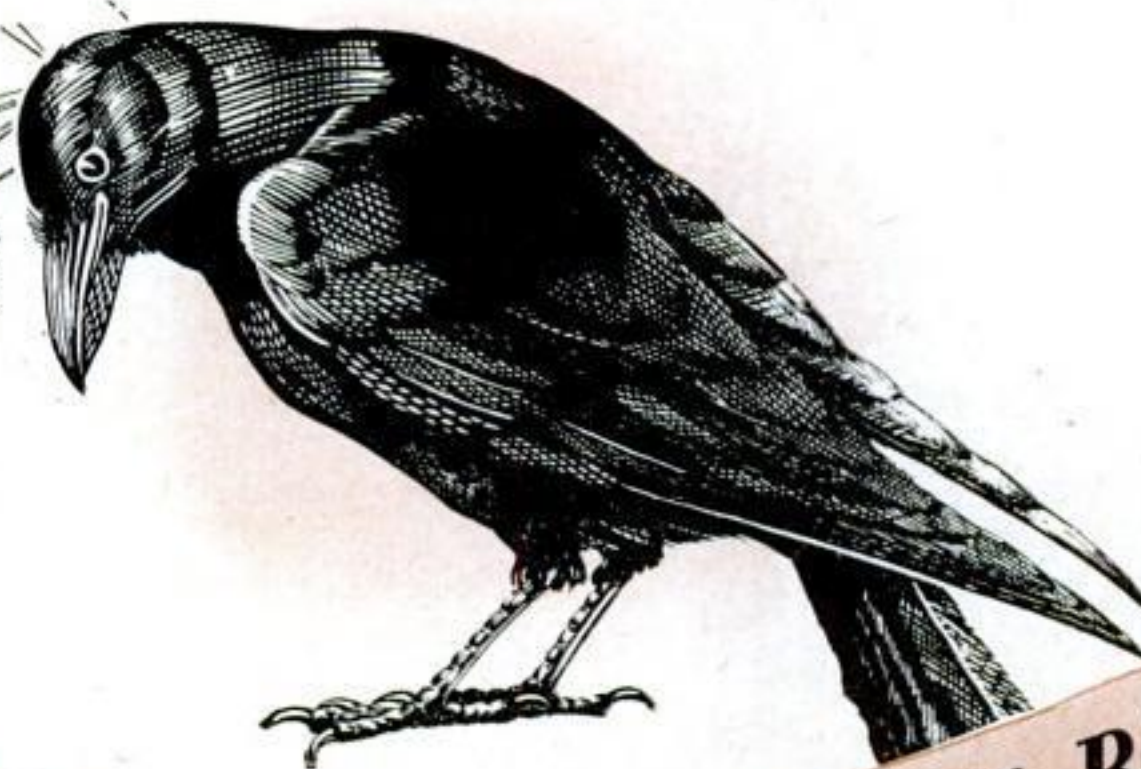
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PICASSO CONTINUED

etchings done somewhat in the manner of a comic strip, with an accompanying poem which he wrote himself. Then he painted the massive *Guernica*, which was exhibited in the Spanish Government Building at the Paris World's Fair and which was so praised and damned by both left and right that, whatever its intrinsic merits as propaganda, millions of people learned from it how much Picasso hated fascism. He sold paintings he had never intended to part with and used the money to help the Republic.

Throughout the occupation he lived in Paris and painted prolifically, becoming, as the years dragged on, a symbol of artistic and personal resistance. He kept a stack of *Guernica* postcards in his apartment, and when ordinary German soldiers came there he would not turn them out but would let them look at his pictures and send them away with a *Guernica* in their hands.

After the liberation he stated publicly, "I have become a Communist because the Communists are the bravest in France, in the Soviet Union, as they are in my own country, Spain. . . . While I wait for the time when Spain can take me back again, the French Communist party is a fatherland for me." Implicit in this statement is the anguish and frustration of the self-made exile, and when Picasso castigates America and Britain for their failure to fight fascism in Spain, this anguish and frustration rings in his voice. It was perhaps his implacable detestation of what Franco did and is doing to his own people that led him to adhere to the one force which has consistently fought Franco from the beginning.

Picasso has not let his espousal of the Communist cause interfere with his individualism one whit. He has lent the party the use of his name, but he seldom bothers to turn up at public gatherings. Last summer *Pravda*, in an attempt to purge modernist tendencies from Russian art, violently attacked Picasso as a "bourgeois" and "decadent" painter. But if the attack disturbed Picasso either personally or politically, it is not on record. He continues to think and paint as he pleases.

He paints with incredible speed

PICASSO paints with complete concentration and at a speed that has been called "incredible." Friends who have been with him when he was working say that he seems to be driven by a compulsion to get out of himself and on canvas whatever impression and emotions he has accumulated. While working he forgets everything and everybody around him. His friend Dr. Bernhard Geiser, professor at the School of Arts in Berne, once drove with Picasso from Paris to the Château Boisgeloup. On the way Picasso pointed out some typical French country houses with flowers bursting into bloom around them. As soon as they arrived at the château, Picasso disappeared; 20 minutes later he turned up, happily, and showed Geiser a completed painting of the scene that had impressed him on the way. Another day Picasso, his wife and Geiser were having tea at Boisgeloup when Picasso abruptly got up and left the room. From then until dinnertime Mme. Picasso and Geiser heard him pacing back and forth in a room above them. There was hardly an interruption in his walking. When he came down, his hands still covered with color, he had completed four paintings. This compulsion to paint and the speed with which he works would have produced far more Picassos than the many now in existence if Picasso were not so strongly compelled to destroy much of what he paints. One summer before the war he spent some weeks at a small hotel in Mougins, near Nice, with a group of friends. Picasso would paint all day in his room and in the evenings would show his day's production, which was always several pictures. But as often as not he would burn or scrap the whole lot the next day.

At Picasso's announcement that he had joined the Communist party, Jean Cocteau is said to have protested, "But you're a one-man capitalist system." Picasso, who never likes to see a picture go out of his possession, must have several hundred of his paintings in his studio; during the four years of occupation he painted between 200 and 300 canvases, and few of these have been sold. The price of a Picasso varies according to the merit of the picture, the eagerness of the buyer and the black-market value of the franc. Even at the high prices pictures bring in Paris nowadays, any Picasso is probably a better investment than the money that went to buy it.

Picasso is generous with his specie. He gave the best of his paintings of the tomato plant to the Spanish Republican government as he had done with his famous controversial *Guernica*. When he goes to look up an old friend Picasso will often take one of his pictures along under his arm, and for lesser friends in need of a loan he can mint money on the spot. He will simply draw something on a paper napkin or tablecloth or on the back of an

CONTINUED ON PAGE 104

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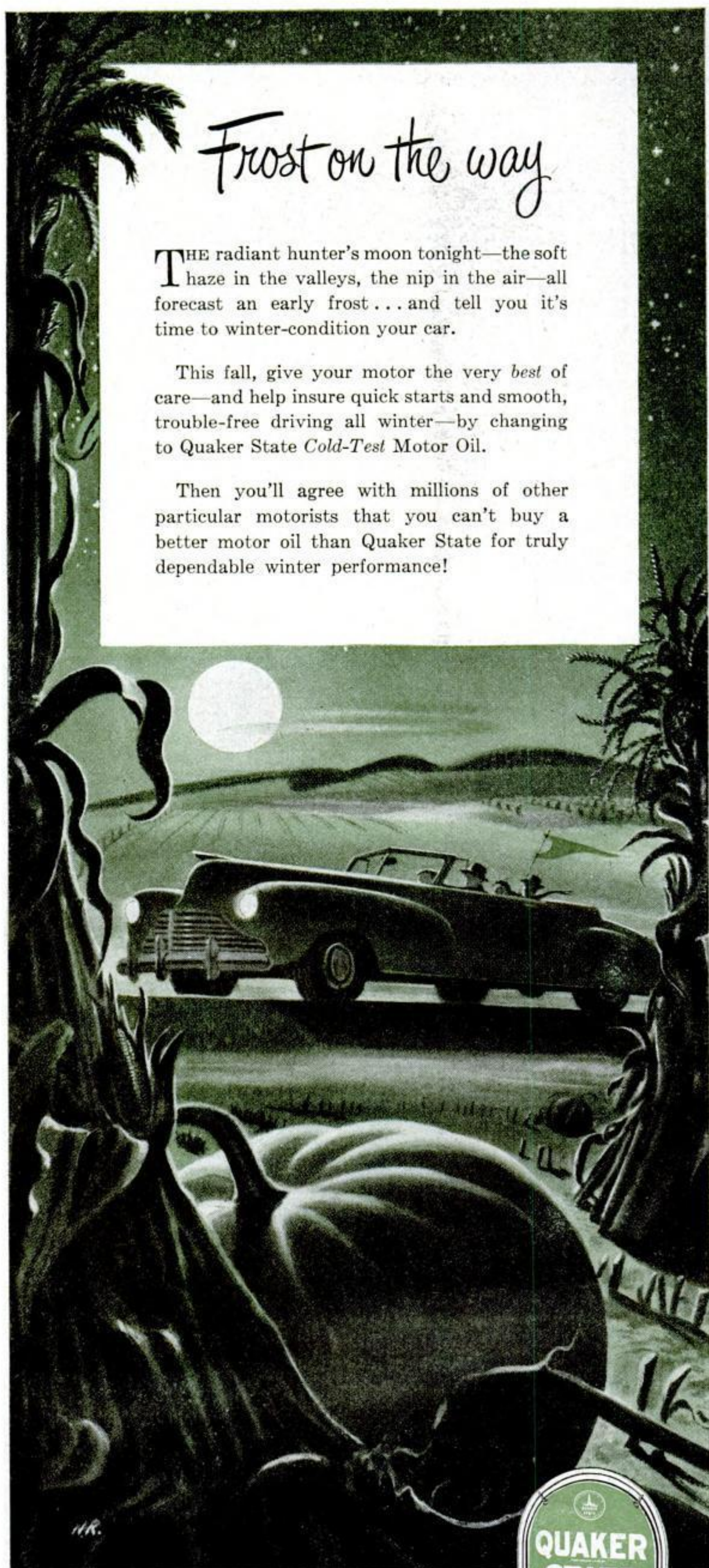
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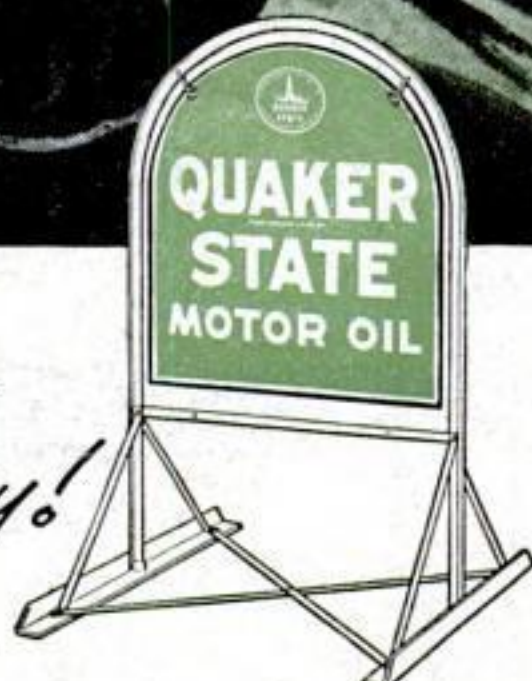
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PICASSO CONTINUED

old envelope, sign it and pass it over to the indigent acquaintance.

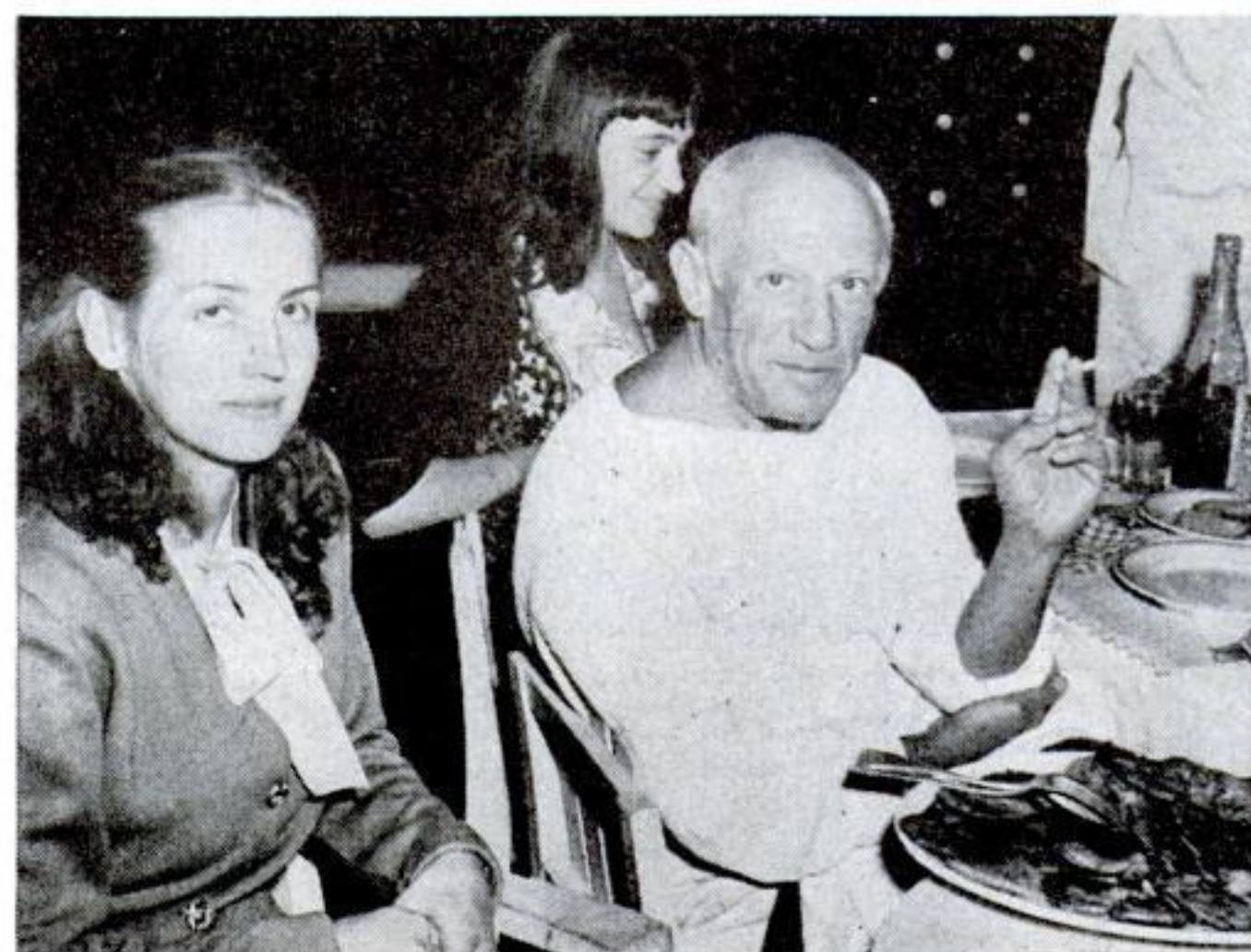
Recently Picasso's work has undergone a startling change. He went to Antibes last year, living in the house of his friend, the engraver Louis Fort, who loves Picasso better than Picasso's painting. ("All Picasso's works," he said, "are not worth a stroke of Renoir's brush.") Instead of canvas Picasso used plywood and fiberwood. He used powdered wall paint mixed in large cans with oil and water and applied directly from the can. Sometimes he left a part of the background untouched, using the natural color of the wood as a part of the painting. For his spectrum he collected colored pebbles and chips of rock, and he would spend hours placing them together, like a puzzle, searching for the exact harmony he wanted in his painting.

The results of these labors are a far cry from anything Picasso has done in recent years. They are highly romantic, joyous, a little fey, full of goats and other animals. One friend and critic said of these paintings, "I think Picasso is changing for two reasons: first, normal evolution; second, as a sort of reaction against his imitators and because it bothers him to be considered the leader of a trend he really does not like unless it is painted by himself." A somewhat more acidulous expert summed it up more succinctly, "He is simply painting like Picasso in love."

It is the spectacle of Picasso in love that most delights the gossips of Paris. One day about two years ago André Marchand, a young painter, took to Picasso's studio a young woman named Françoise Gillot. She had grown up in Neuilly, just outside of Paris, and had gone to the Dominican convent there. Later she studied painting and became a painter of some talent. The story goes that she aroused Picasso's interest by criticizing the green in one of his paintings. In any case, not long after that visit Françoise Gillot told Marchand that she was in love with Picasso. Marchand has been quoted as saying, "It is quite natural for girls to go with famous old men." (Picasso will be 66 on Oct. 25.) Since then blond, blue-eyed Françoise Gillot has been Picasso's constant companion and the subject of some of his work. "La petite is helping me a lot with my work," said Picasso on one occasion.

A few months ago, however, Paris was a little surprised to see Picasso out with an older friend of his, Dora Maar, a fine painter herself and a very handsome woman. Picasso lived with her for 10 years and she was the subject of many of his two-faced women. He painted many different portraits of her (p. 100), for when he finds things he likes to paint he uses them over and over again.

During the German occupation he found an ox skull a fitting subject. Just before the liberation of Paris it was a ragged tomato plant. His most recent preoccupation has been with a crippled owl which he found near Antibes last summer. As subject matter the owl has not been quite satisfactory since it refuses to recognize its portrait (wiser heads have done likewise), but it enables Picasso to combine his love of painting with his love of birds. He often works late into the night, since he does not need daylight to paint, and when he has finished work he will patter down the studio stairs in his slippers, fumble through the sculpture studio, knocking into his ghostly creations, shuffle across the other rooms and into the kitchen to see his owl. He will commune with it from five minutes to an hour. The owl and he, says Picasso, understand each other perfectly.



PICASSO'S PRESENT MISTRESS, Françoise Gillot, was photographed with Picasso last July in a cafe. Two months previously she had borne Picasso a son.

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PHYSICS DEMONSTRATIONS

University of Cincinnati professor makes gadgets in order to explain difficult ideas to his students

Since the development of radar and the atomic bomb, many laymen have felt vaguely uncomfortable because they know little or nothing about physics. At the same time physicists, though they have been anxious to explain their work and its implications, have been inarticulate because of their largely mathematical language. The University of Cincinnati's Dr. Isay Balinkin, in the course of teaching physics to students who do not plan to specialize in the sciences, has done much to narrow this gap with graphic classroom demonstrations of physical principles.

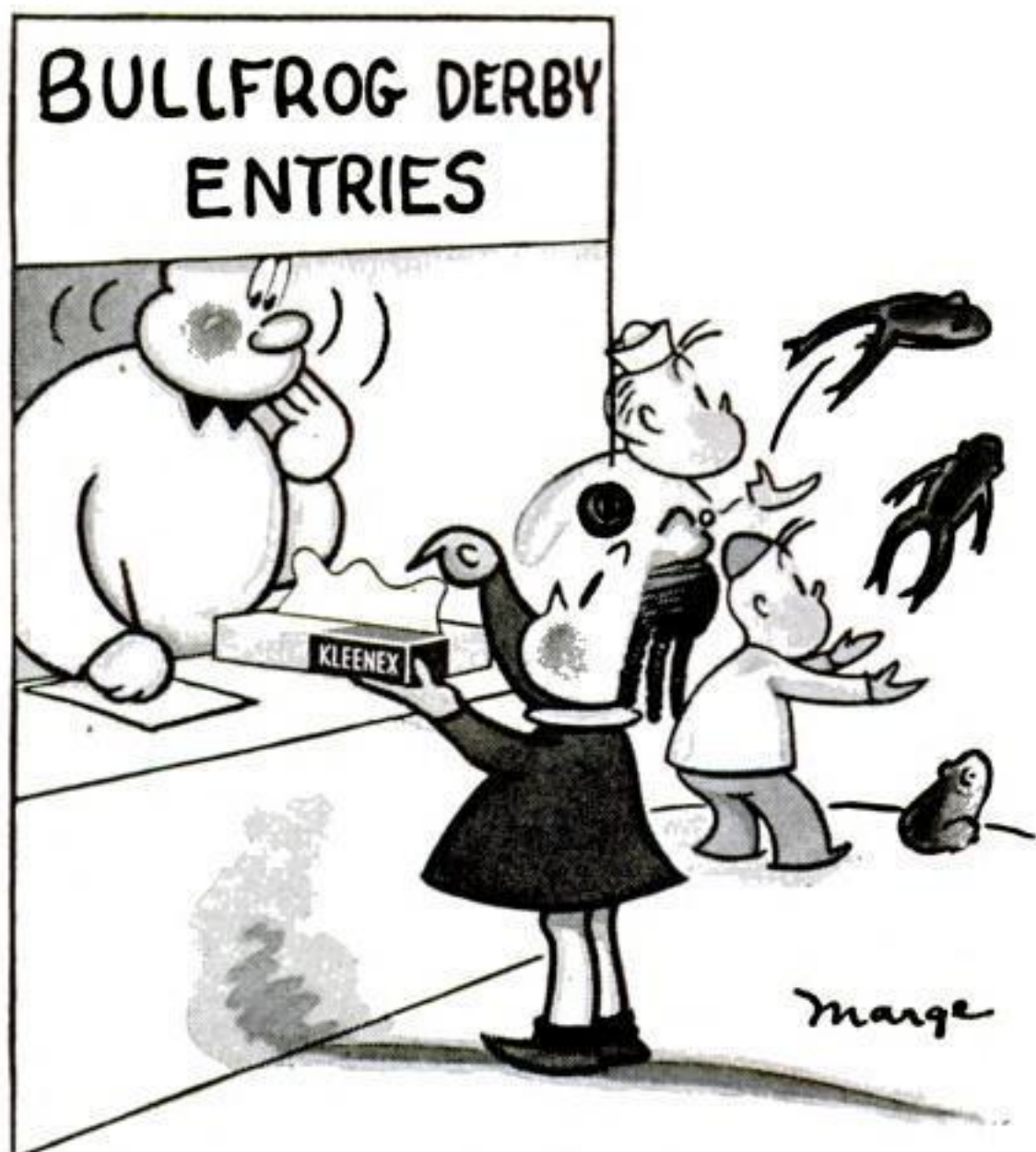
In the demonstration above Dr. Balinkin inflates two rubber gloves to illustrate that the physicist, like any other scientist, cannot accept the superficial solution of a problem. What will happen, Dr. Balinkin asks his students, if the gloves are inflated to different sizes and air is allowed to flow freely through a tube between them? Most students think the gloves will either remain as they are or become the same size. Actually, because the elasticity of rubber varies with how much it has been stretched, the larger glove becomes larger and the smaller one smaller.

Dr. Balinkin's models also demonstrate more difficult physical concepts. Using ordinary mousetraps, he explains how fission of one atom of uranium or plutonium can set off the chain reaction of an atomic bomb (p. 110). Another model is a rubber-jointed cube (right) which can be distorted into various shapes taken by natural crystals. Dr. Balinkin's students have had so much fun with this that it is now being sold to children by a toy manufacturer.



RUBBER-JOINTED CUBE, invented by Dr. Balinkin to illustrate the many shapes of natural crystals, fascinates children. Toy is sold under the name of "Doodle-Stix."

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Lectric Shave conditions your face and beard for a closer, longer-lasting shave. And it's good for your shaver's cutting head.

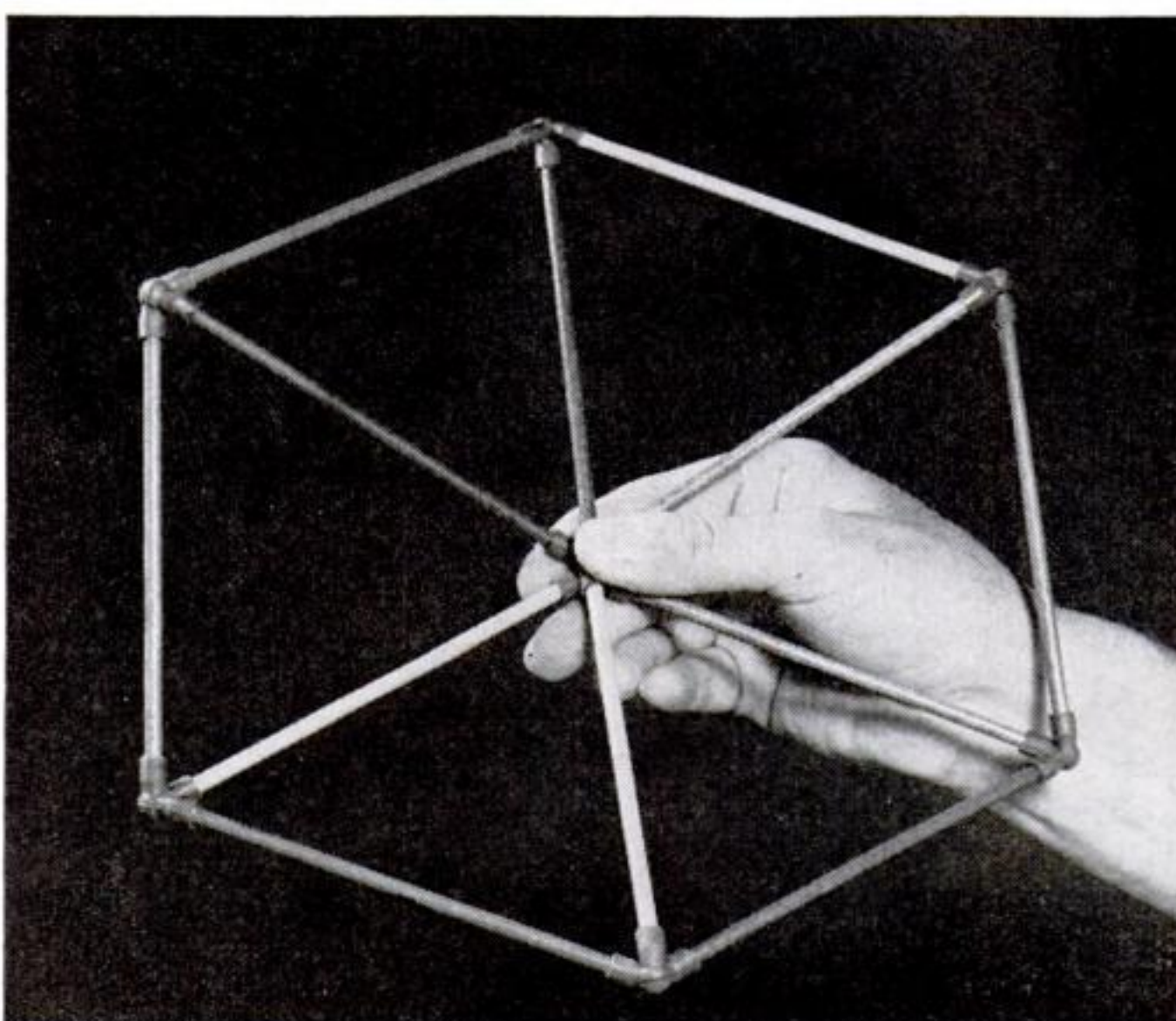
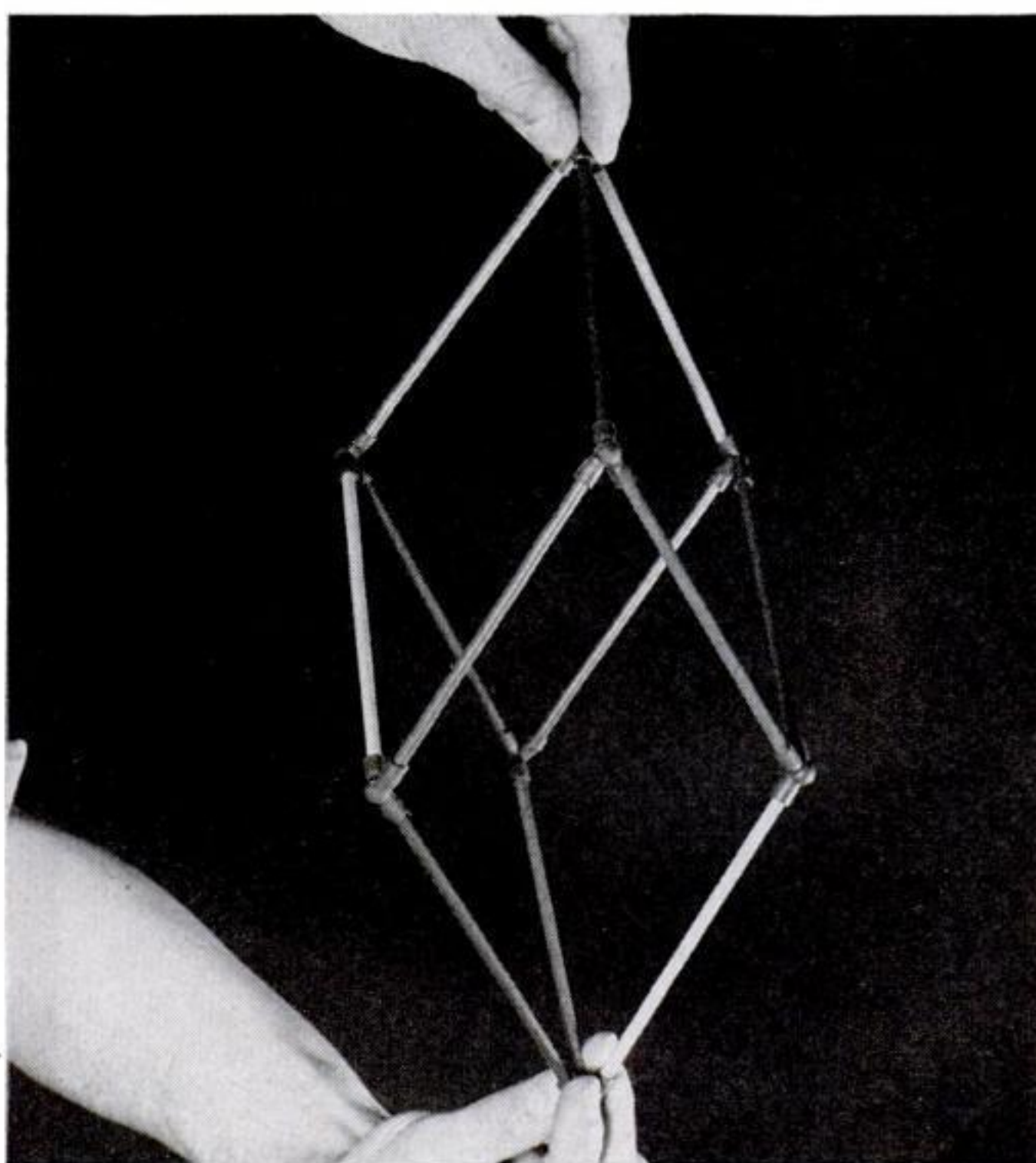
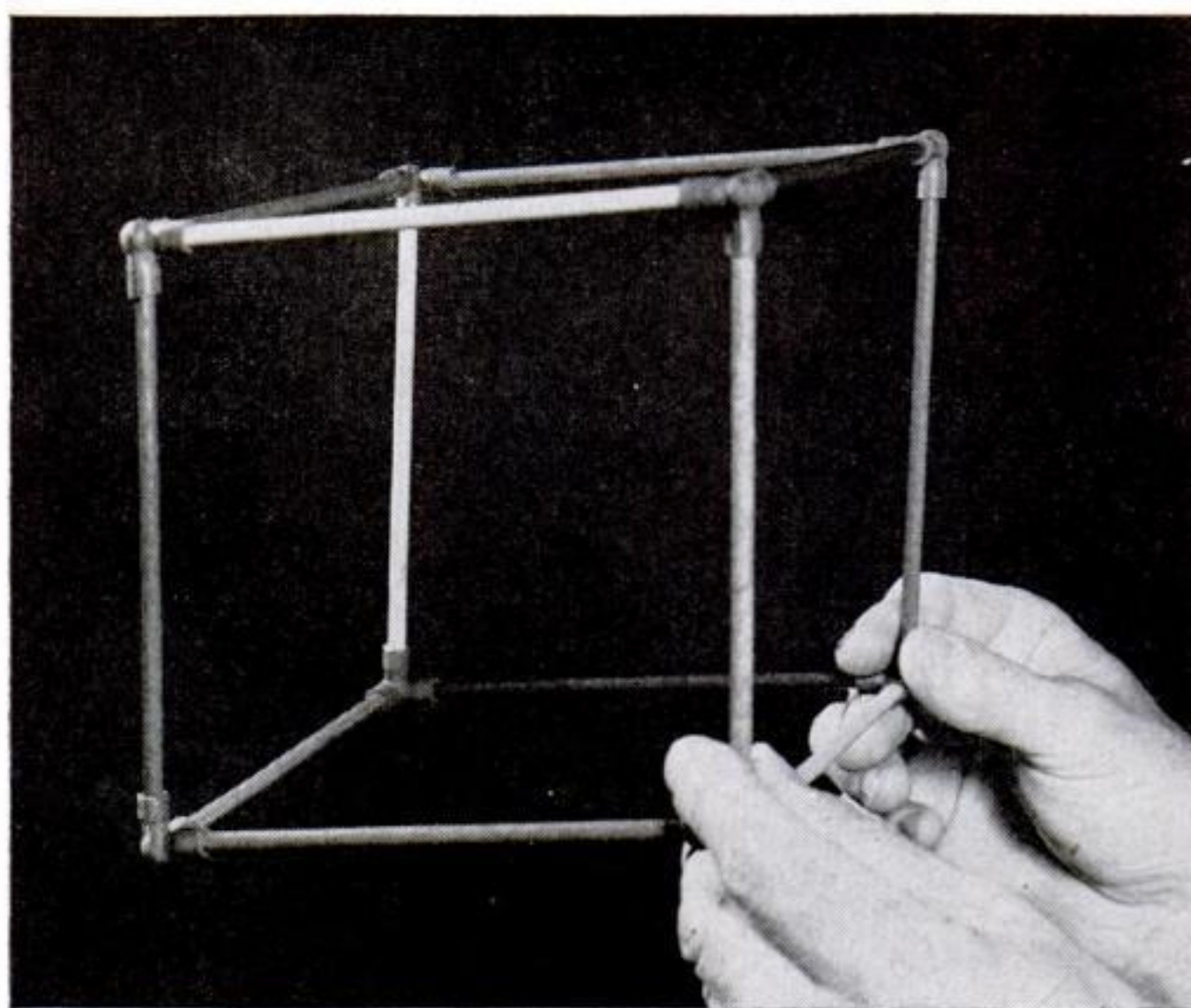
FREE SAMPLE

Use Lectric Shave with any make of shaver. . . . At all toilet-goods counters—or send name and address to The J. B. Williams Co., Department LE-18, Glastonbury, Conn., for generous free bottle. (Offer good in U. S. A. and Canada.)



MAKES ELECTRIC SHAVING EASIER

Physics Demonstrations CONTINUED



CRYSTALLINE FORMS can be visualized by manipulating elastic-jointed cube. At top is cube, the shape taken by salt crystals. Rhombohedron (*center*) is characteristic of quartz. Hexagon (*bottom*) is basic structure of snowflakes.

CONTINUED ON PAGE 110



NEVER a nail enamel like Naylon

No other applicator so easy to use!

No bottle so handy. Won't tip, tilt or topple!

Never an enamel that dries so fast, lasts so long!

Enamel 60¢, Matching Lipstick \$1.00* at leading stores.*

Fingertip perfection! A Naylon manicure at your beauty salon.



naylon

Perfection for lips and fingertips

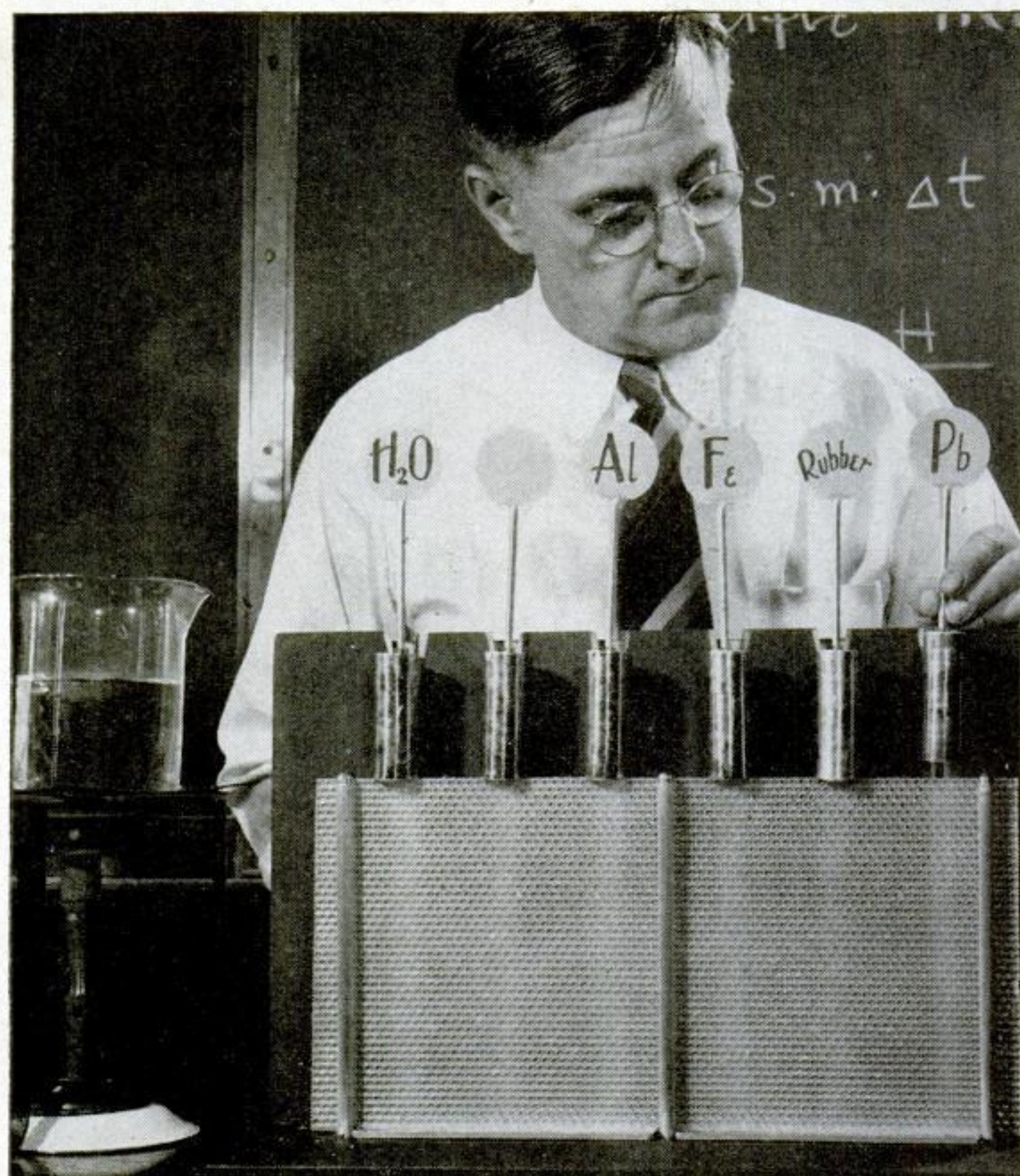
by La Cross

*PLUS FED. TAX • SCHNEFEL BROS. CORPORATION, 830 FIFTH AVE. NEW YORK 20, N.Y.

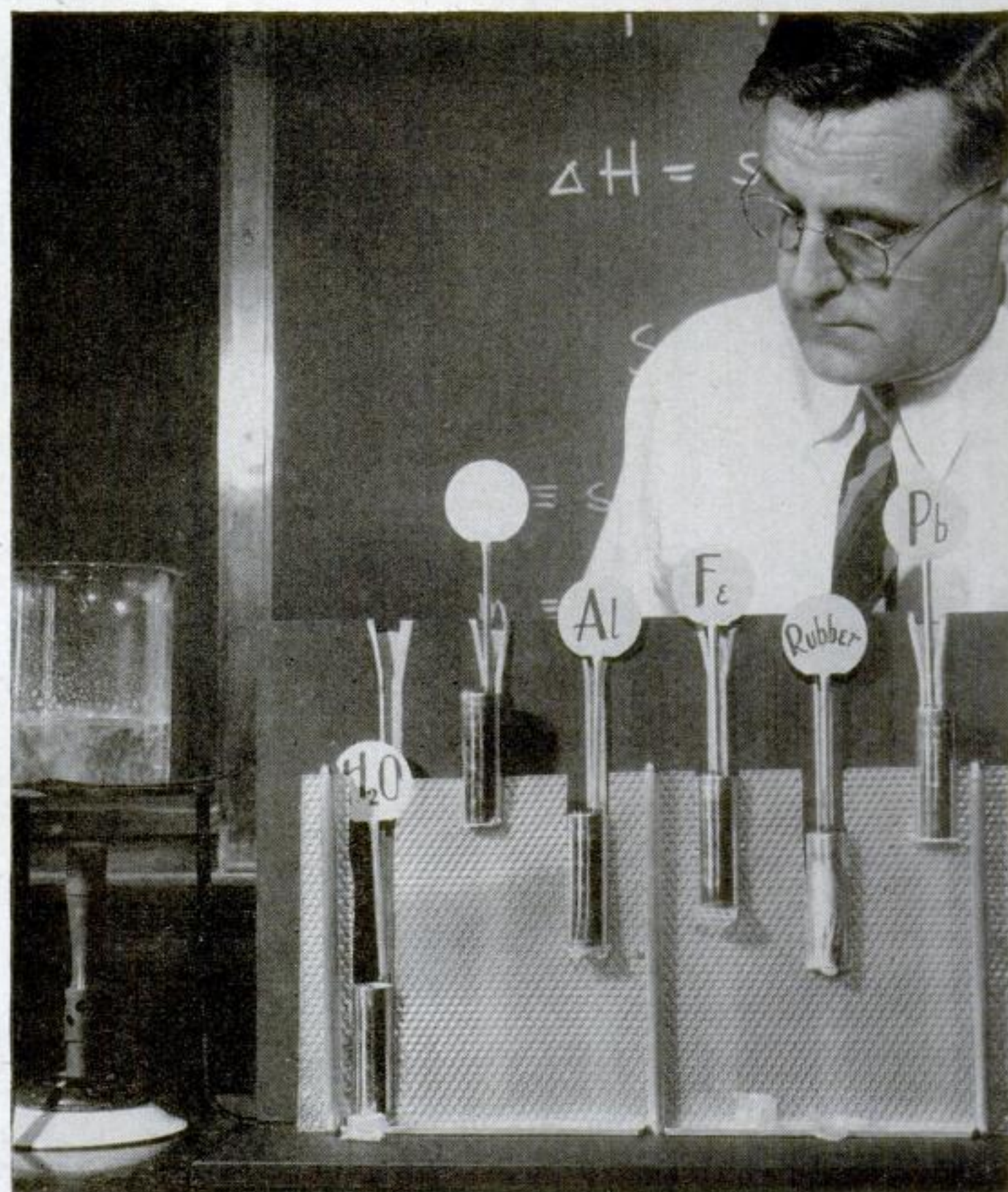
181 NAYLON PAT. PEND. D. 126 754

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SPECIFIC HEAT

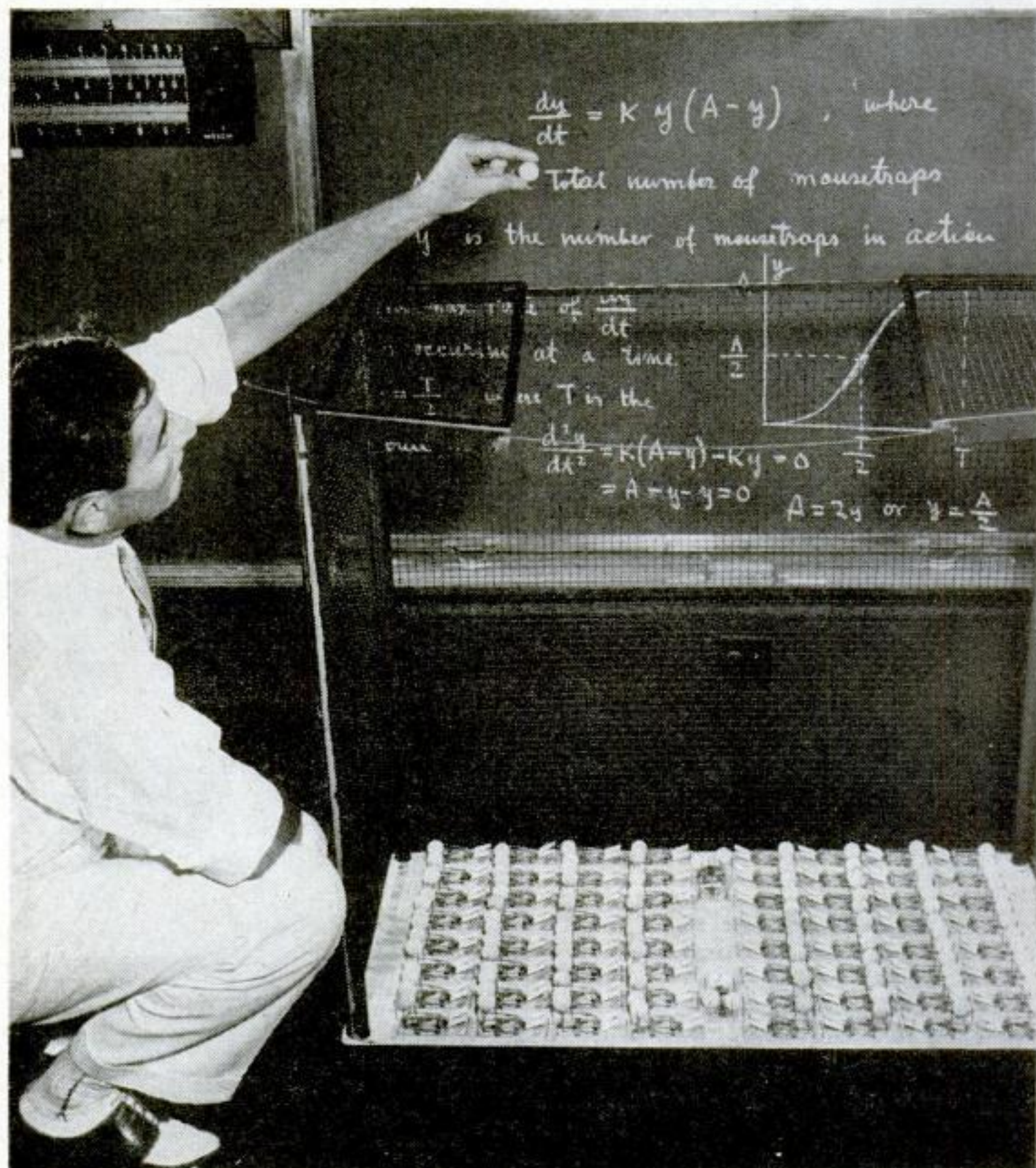


DIFFERENT SUBSTANCES have different "specific heats," i.e., require different amounts of heat to reach same temperature. Here tubes holding water, air, aluminum, iron, rubber and lead, heated to 212° F., are placed on edge of easily melted beeswax.

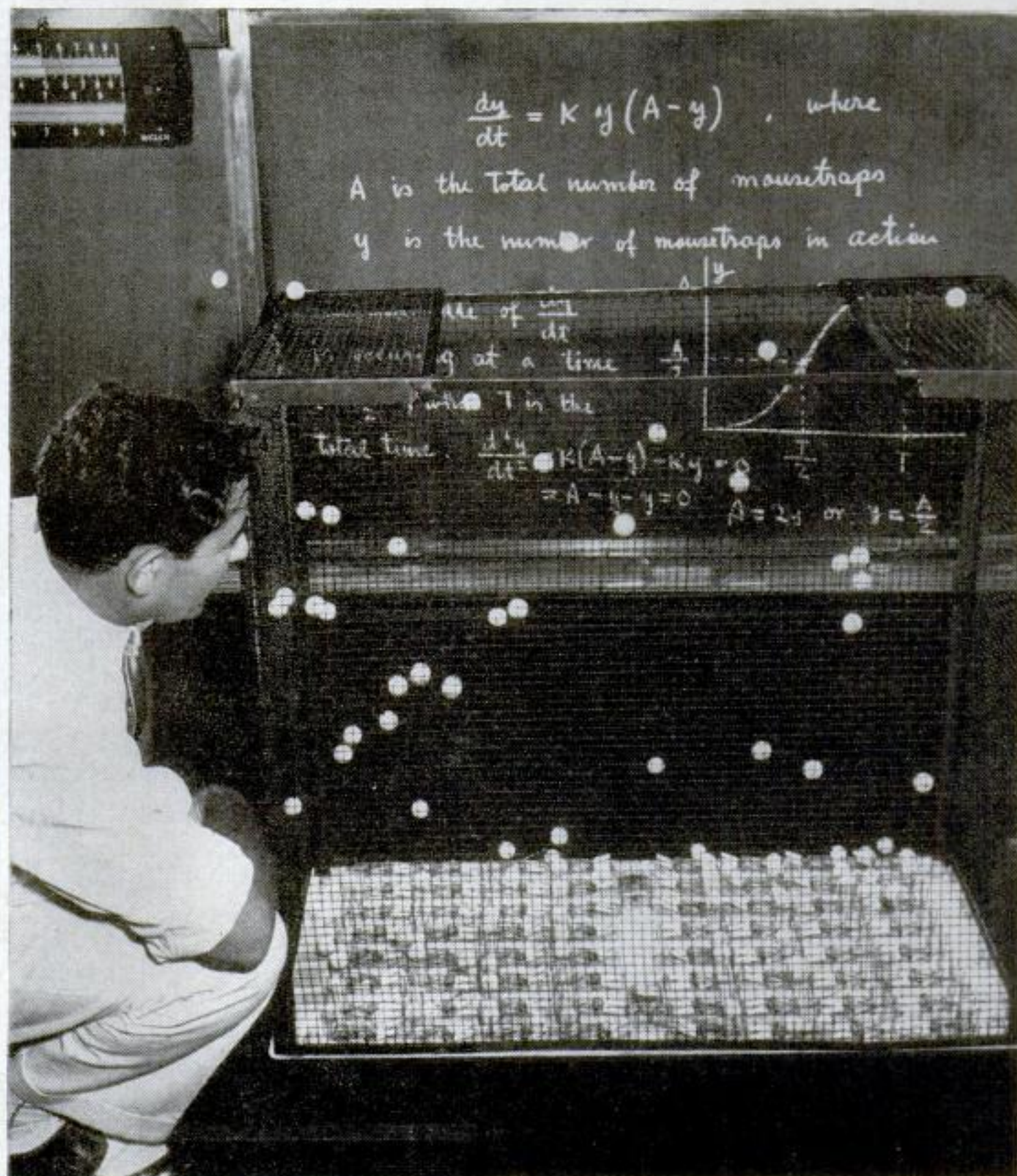


DIFFERENT DISTANCES traveled by equally heavy containers as they melt wax show the different amounts of heat given off by substances as they cool. Water required most heat to reach 212° F., therefore gave off most heat, traveled farthest.

CHAIN REACTION



TO START REACTION a rubber ball, acting the part of a neutron, is dropped into a cage whose floor is paved with set mousetraps representing atoms. Each mousetrap has two balls on its snapper which it will throw into the air when its trigger is released.

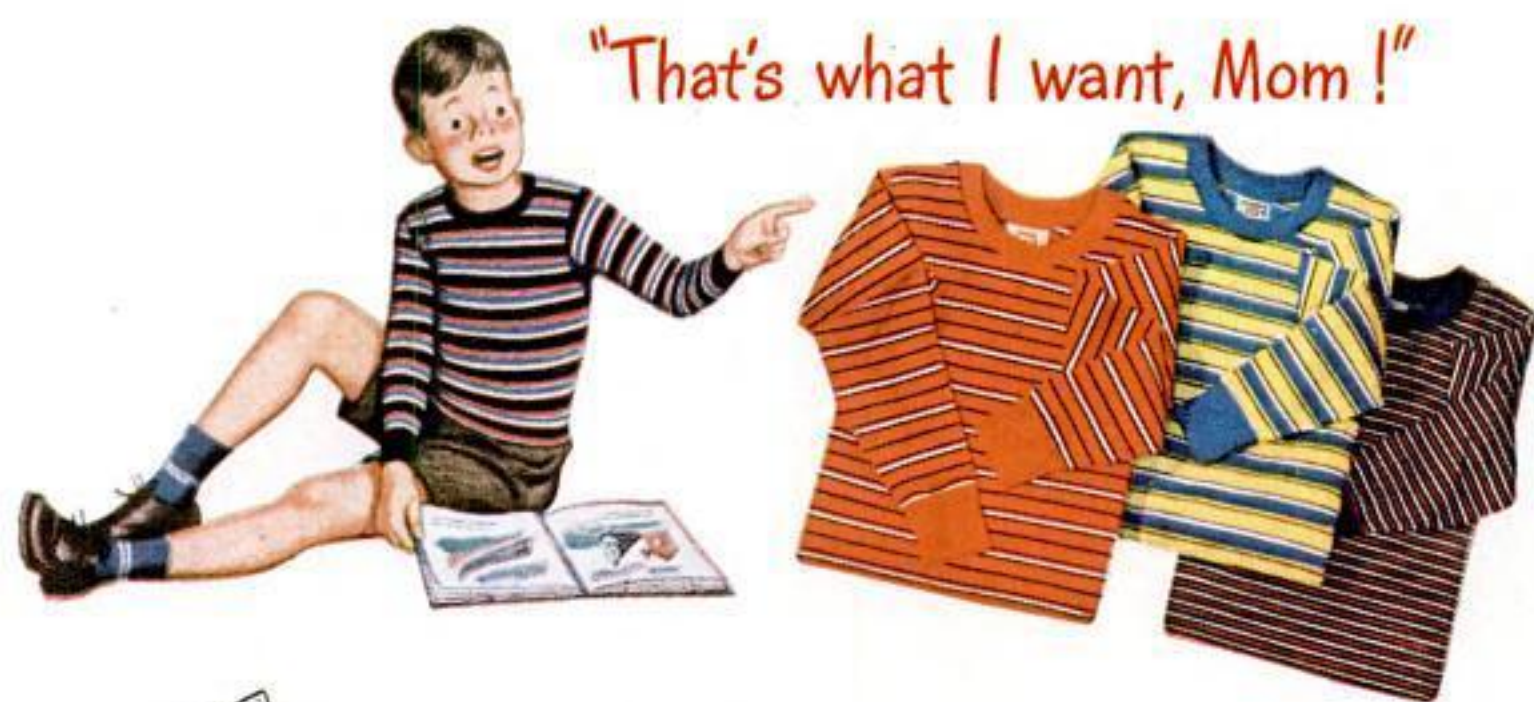


REACTION SPREADS as ball triggers first mousetrap, sending two balls into air. These trigger two traps, releasing four balls, which in turn release eight balls, and so reaction spreads. This shows how neutrons bombard atoms, release other neutrons.



Feels
as good as
it looks ...
the new
Windshield
sport shirt

Out of the experience of 46 years in knowing cotton, in spinning and knitting it into fine men's underwear . . . comes the new Hanesknit WINDSHIELD. It's a "top-drawer" fleece-lined Sport Shirt. Raglan shoulders and swing sleeves for e-a-s-y action in golf, tennis, football, hunting and fishing. In white or in four popular colors—canary, red, blue or tan — fast to sun and laundry. Sizes 34 to 46.



"That's what I want, Mom!"



He'll strut like a proud little rooster in one of these Basque Shirts. Stripes with lots of colors—the kind boys like. You'll like the fine knitting and careful sewing that promise long wear. Many exciting patterns that sun or tub won't fade. Wonderful values. Available in long and short sleeves. Ages 2 to 6 and 8 to 14.

"Ho, hum...
such a
busy day!"



Time for Shut-Eye in his cozy Merrichild Sleeper. Its fluffy Hanesknit cotton protects him from neck to toe against drafts. Flat-locked seams won't awaken him. Double-soled for ages 0 to 6. Cuffed ankles for age 8. Pink and blue pastel tints. Exceptional values in one-piece, two-piece and three-piece suits.

P. H. Hanes Knitting Company • Winston-Salem 1, North Carolina

the label of quality knitting in sportswear, underwear and children's sleepers



1. Exclusive General Electric blessing for couples who like different degrees of lull-to-sleep warmth. The Two-Control Automatic Blanket! Two simple controls—one for each half of the blanket—function

independently. Husband can select *his* favorite sleeping temperature—wife can select the sleeping warmth *she* likes best. No more “family disputes” over amount of covers needed!



2. Guards your comfort automatically! You set this small, compact Bedside Control just *once* a season. At bedtime, just turn blanket on. When room temperature drops, Control sends more warmth into blanket. If room temperature rises, less warmth goes into blanket. YOU are kept at always-even sleeping temperature you like best!



3. See how you save! ONE General Electric Blanket (about 5 pounds) takes the place of THREE ordinary blankets (about 15 pounds). Saves storage space. Saves buying winter night clothes. Cuts laundry bills. (Washes like a dream. Certified washable by American Institute of Laundering.)

“Perfect night’s sleep”—writes a user, praising General Electric’s

AUTOMATIC SLEEPING COMFORT

More than *half a million* people from coast to coast agree! It’s wonderful—how General Electric’s Automatic Blanket keeps you snug under one downy-light covering, all night!



4. First again! General Electric, first with the automatic blanket—first with the Two-Control model—now brings you another big first! A convenient new twin-bed size! Like *all* marvelous automatic blankets, this feather-light wonder prewarms the bed, *keeps* it snug from corner to corner. Operating cost is surprisingly low—averages only two pennies a night.



5. Luscious colors—all sizes! Rose, cedar, green, blue. One-Control or Two-Control models, 72x86 inches (for three-quarter or double beds), \$39.95 and \$49.95, plus tax. Twin-Bed size, 66x86 inches, \$37.95, plus tax. Find out all about this marvelous Automatic Sleeping Comfort today. At department or furniture

stores, electric service companies, your General Electric Retailer’s. General Electric Company, Bridgeport 2, Connecticut.

Made to rigid General Electric safety standards—and approved by Underwriters’ Laboratories, Inc.

GENERAL  ELECTRIC



AFTER TRAVELING 4,000 MILES FROM THE MARSHALL ISLANDS TO CALIFORNIA TO WIN A \$1,000 RADIO PRIZE, KLENRE ALSO WINS DOLL AT AN AMUSEMENT PARK

KLENRE MEETS CIVILIZATION

Simple native finds a new world in a plastic ball

One day last June a 27-year-old native of the Marshall Islands named Klenre found on the beach the red plastic ball shown at right. He cautiously picked it up and took it to the U.S. Navy Headquarters on Kwajalein. There it was opened and Klenre learned that the message inside read, "This is one of 12 plastic balls dropped in the Pacific Ocean off the southern California coast Dec. 2, 1945 by a contestant from . . . the *People Are Funny* program. The first person to wire the code word 'Raven' . . . will receive \$1,000 in cash. Wow!"

Last fortnight Klenre, after a 4,000-mile plane ride, was in Hollywood to collect his prize. On Sept. 26 he stoically faced a studio audience, received his \$1,000—in \$1 bills. This juvenile horseplay over with, Klenre set out to look at the land where *People Are Funny*. He went to the U.S.C.-Washington State football game, found between-the-halves student antics more interesting than the game. When he toured RKO studios he took more interest in a big electric fan than in the starlets. In his journeys around town (pp. 54-56) he found the most fun at an amusement park (above). Last week, after the regulation California tour, Klenre flew back home. He had spent \$200 of his prize mostly for clothes for his wife and dolls for his children, was saving the other \$800 to give to the native school his mother runs.



THE BALL END is held up by *People Are Funny*'s Art Linkletter at a press conference for Klenre. Current carried it 4,000 miles from West Coast to Marshalls.



IT'S LYNN FONTANNE... IN *O MISTRESS MINE*. You've noticed how an actress acts with her whole self—including her hands. Especially with her hands. Excepting only her face, they are her most important medium of expression. Naturally, she spares no trouble to keep them looking lovely. Nor should *you*. Lovely hands are a most important part of every woman's "act."

"You cream your face to keep it smooth and lovely...well, CREAM YOUR HANDS too!"

advises—LYNN FONTANNE



PACQUINS is the hand cream she uses...this beautifully groomed aristocrat of the theatre.

"Doesn't it make sense that the skin of your hands needs cream just as the skin of your face? It does to me," says Lynn Fontanne; "that's why I choose wonderful Pacquins!"

Yes, "wonderful" is the word for Pacquins. When you massage it onto your hands, it feels wonderful.

Your hands look wonderful...

patrician, creamy. And Pacquins scent is wonderfully well bred.

Wonderful too is its super-efficiency without being sticky or greasy.

Try a 12-second massage with Pacquins morning and night. And don't be surprised if women say, "Darling! What are you using on your hands?" And men say simply, "Darling!"

GLENYA WESTBROOK, REGISTERED NURSE, adds: "Pacquins action on the skin of the hands is wonderful. We nurses—and doctors—scrub our hands 30 to 40 times a day. Pacquins Hand Cream was made for us. I use it faithfully." (Pacquins Hand Cream was originally formulated for the use of nurses and doctors.)



for "dream" hands—cream your hands

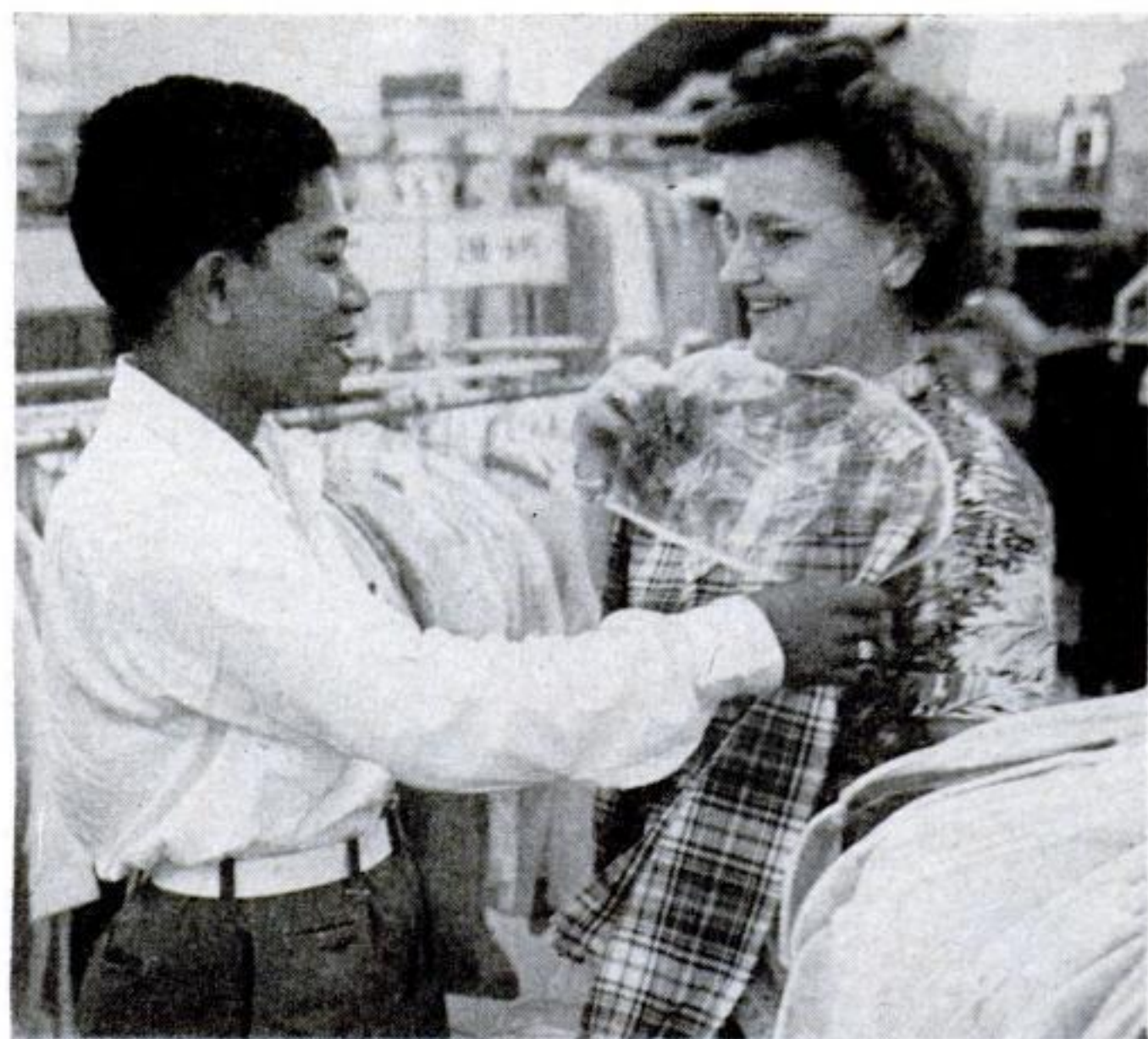
with *Pacquins*
HAND CREAM



NEVER
STICKY
OR
GREASY!

AT ANY DRUG, DEPARTMENT, OR TEN-CENT STORE.

Klenre Meets Civilization CONTINUED



SEARS, ROEBUCK store helped Klenre feel at home because he had seen their catalogs in Marshalls. He bought clothes for his wife, shirts for himself.



HEDDA HOPPER (left), the Hollywood movie columnist, was unknown to Klenre. However one of the outlandish hats she affects did make impression.



AMERICAN FOLK COSTUMES—1890s bartender (left) and Western type (back to camera)—drew laugh from Klenre when he saw them on movie set.

CONTINUED ON PAGE 116

The Perfect Christmas Gift

...to send your friends



Immortal music best tells the immortal Christmas story. Now Phil Spitalny and the All-Girl Choir and Orchestra bring you the joyous, well-loved Christmas songs in inspiring new arrangements. Hear these artists at their best—music you know and love, played as you like to hear it.

Don't miss this great musical offering—nine favorite songs on three double-faced 10-inch records in a gift album. Delight and please your friends with this superb gift—and add it to your own record collection.

PHIL SPITALNY DIRECTS THE "HOUR OF CHARM"

All-Girl Choir and Orchestra with Evelyn and her Magic Violin. Listen this Sunday as guests of the Electric Companies of America at 4:30 P.M. (EST) over CBS.



9 Favorite Christmas Carols

**Silent Night • The First Noel • Adeste Fideles • Joy to the World
Carol of the Bells • 'Twas the Night Before Christmas • Hark! The Herald Angels Sing
Oh Little Town of Bethlehem • God Rest Ye Merry, Gentlemen**

Buy these magnificent records by mail. Send the attached coupon today—and be sure of delivery by Christmas. Only \$3.85, including taxes and postage. Send check. No C.O.D.

MAIL MONEY ORDERS OR CHECKS TO CHARM RECORDS, Inc.
P. O. BOX NO. 40, RADIO CITY STATION, NEW YORK 19, N. Y.

Please send to _____

Street _____

City _____ Zone _____ State _____

Number of Christmas Albums _____ Amount enclosed _____

No Wonder
Fleischmann's makes
America's most delicious Martini



NOT JUST DRY
IT'S
"DRY" DRY

—without the slightest
trace of sweetness!

Yes, Fleischmann's Gin is "dry"
dry . . . 100% dry! That's one of
four big reasons why Fleischmann's
makes America's most delicious gin
drinks. Reason Two: Fleischmann's
has a superbly delicate, light taste!
Reason Three: Fleischmann's is so
very, very smooth! Reason Four:
Fleischmann's priceless mixability
provides the perfect base for Mar-
tinis, Tom Collins, all gin drinks!

90
PROOF

FLEISCHMANN'S

ESTABLISHED 1870
**DISTILLED
DRY GIN**
90 PROOF

Distilled from American Grain

Distilled and Bottled by
THE FLEISCHMANN DISTILLING CORPORATION
PEEKSKILL, N.Y.

FLEISCHMANN'S
*America's
First Gin*

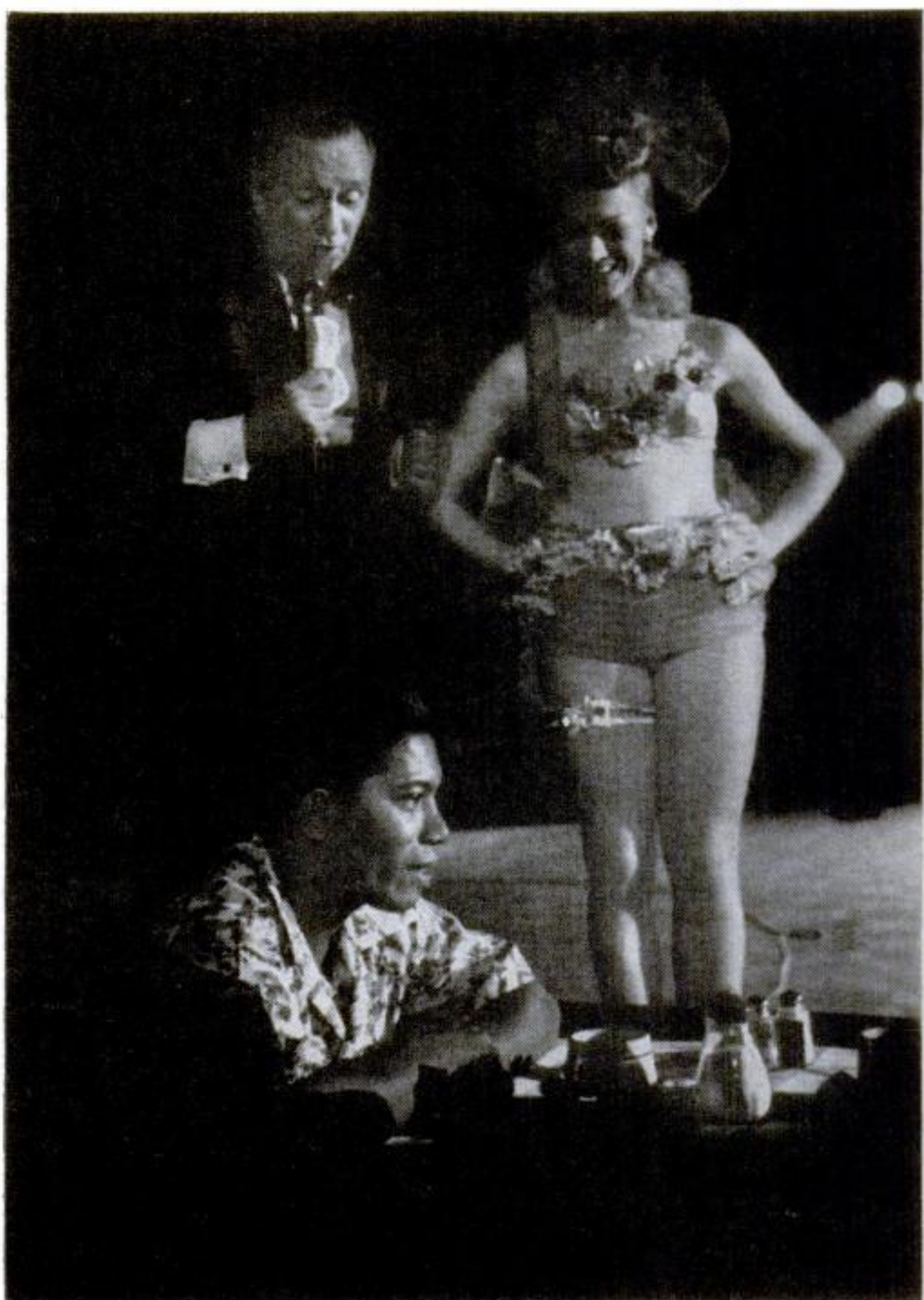
EST. 1870

DISTILLED FROM AMERICAN GRAIN — 90 PROOF.
THE FLEISCHMANN DISTILLING CORPORATION, PEEKSKILL, NEW YORK.

Klenre Meets Civilization CONTINUED



AT ZOO Klenre feeds a deer. He was astonished by such animals as lions, bears and zebras. He recognized only the ducks and similar types of waterfowl.



AT NIGHTCLUB Klenre did not drink or smoke, was thoroughly bored by showgirls, although they were underdressed even by Marshall Island standards.



"The man knows how to make a drink sing, too!"

Expect to hear *your* praises sung when you serve Calvert highballs! For here is whiskey of *friendly* lightness . . . *gentle* whiskey blended to a gentleman's taste. And the flavor is marvelously mellow . . . richly satisfying. We suggest *you*, too, join the smart thousands switching to Calvert. Then you'll know why . . .

Clear



Heads Choose Calvert

Calvert

BLENDED WHISKIES

Reserve **OR** *Special*

Choice Blended Whiskies, 86.8 Proof. Calvert "Reserve"—65% Grain Neutral Spirits . . . Calvert "Special"—72½% Grain Neutral Spirits. Calvert Distillers Corp., N. Y. C.



CAUGHT WOOLING LADY FRIEND OF ILL-TEMPERED GRIZZLY NAMED LUMPAJAW (RIGHT), BONGO TRIES TO WRIGGLE OUT BY SHOWING HIS PRESS CLIPPINGS



BONGO ESCAPES FROM A CIRCUS TRAIN AND HEADS GAILY FOR THE WOODS

BONGO THE BEAR

HE STEALS THE NEWEST DISNEY SHOW

By far the likeliest candidate to succeed an aging Mickey Mouse, who was 20 last month, is a small, frustrated bear named Bongo, the latest in Walt Disney's long string of animal characterizations. The story of Bongo forms part of a new full-length Technicolor movie called *Fun and Fancy Free* which is otherwise filled with old characters like Donald Duck and a new but almost unrecognizable version of *Jack and the Beanstalk*. Bongo, however, is the film's mainstay. A circus star all his life (part of his act consists in plunging 200 feet into a wet sponge), Bongo nevertheless yearns for freedom. But when he gets it (left), he is unable to climb a tree or even walk on all fours. But learning to be an outdoor bear is nowhere near as hard as winning the affections of a sexy-looking female bear named Lulubelle (right). Most moviegoers will welcome Disney's return to "basic Disney," i.e. straight cartoon fun, but may wonder briefly at Bongo's unlikely genesis: a short story by Sinclair Lewis.



FREE IN THE FOREST, BONGO FALLS FOR A LUSH BEAR NAMED LULUBELLE



IN A DREAM SEQUENCE THE ROMANCE IS ABETTED BY TEDDY-BEAR CUPIDS



ON WAKING, HE IS ATTACKED BY LUMPJAW, WHO ALSO FANCIES LULUBELLE



USING HIS CIRCUS SKILL WITH A UNICYCLE, BONGO OVERCOMES LUMPJAW



THE FOREST'S NEW HERO IS PARADED BY HIS FAIR-WEATHER BEAR FRIENDS



BONGO LUSTILY BELTS LULUBELLE, SIGN OF LASTING BEARISH DEVOTION

NEW! ANGEL FACE

by POND'S

Sensational new make-up . . .
Goes on without water! . . . and stays!

New!

*Not a cake make-up—
 No water! Not drying!*

Easier to apply! No wet sponge—no greasy fingertips! Just smooth on your Angel Face with its own downy-soft puffet. You'll love the glamour-toned mat finish it gives you—softer than cake make-up—and *not* drying!

New!

*Stays on longer
 than powder*

You don't need to use a foundation cream with Angel Face! A smoothing "cling" ingredient is pressure-fused right into this wonderful new make-up! That's why Angel Face goes on so evenly . . . stays on so angelically.

New!

Can't spill in your handbag

Carry your Angel Face *everywhere*—use it anywhere, anytime. It doesn't spill over your bag or clothes. Isn't greasy or messy. Doesn't need water, foundation, or loose powder. Angel Face is a perfect, complete make-up to pretty you up at a moment's notice!

Society Beauties say:

"Angel Face is the ideal make-up I've been waiting for—it gives a flattering color and finish to my skin, doesn't need water, isn't drying, and stays on! And besides all these virtues, Angel Face is made to order for handbag use—I carry mine constantly!"

MRS. JOHN A. ROOSEVELT

"Angel Face has all the virtues of the best make-ups I've ever tried—and none of the drawbacks. No water, no drying effect. It's the cleverest beauty trick in years!"

MRS. PERRY TIFFANY

"Pond's new Angel Face is the most flattering make-up, and so heavenly to use. No wet sponge . . . no powder base, and the soft lovely color stays on for hours!"

MRS. ANTHONY J. DREXEL, III



Angel Face has its own downy-soft puffet.
 5 angel-sweet shades.

At better beauty counters everywhere—
 89¢, plus tax



HIGH CLIMBER Dave Kretz, 52, wriggles up a towering fir tree to cut off its top. The tree will then be used as a "spar" tree to support cables for other logging operations.

THE NORTHWEST

America's last frontier is living up to its magnificent promises

PHOTOGRAPHS FOR LIFE BY RALPH CRANE

The northwest corner of continental U.S. is a rich and rugged region which boasts of being America's "last frontier." This is the land of Oregon and Washington that Thomas Jefferson predicted would be a "great independent empire" and that Daniel Webster said wasn't worth a dollar. It was settled by covered-wagon pioneers and Scandinavian loggers. It is the fabled land where Paul Bunyan combed his curly beard with a pine tree.

Oregon retains a heritage of New England conservatism while Washington still reflects the robust

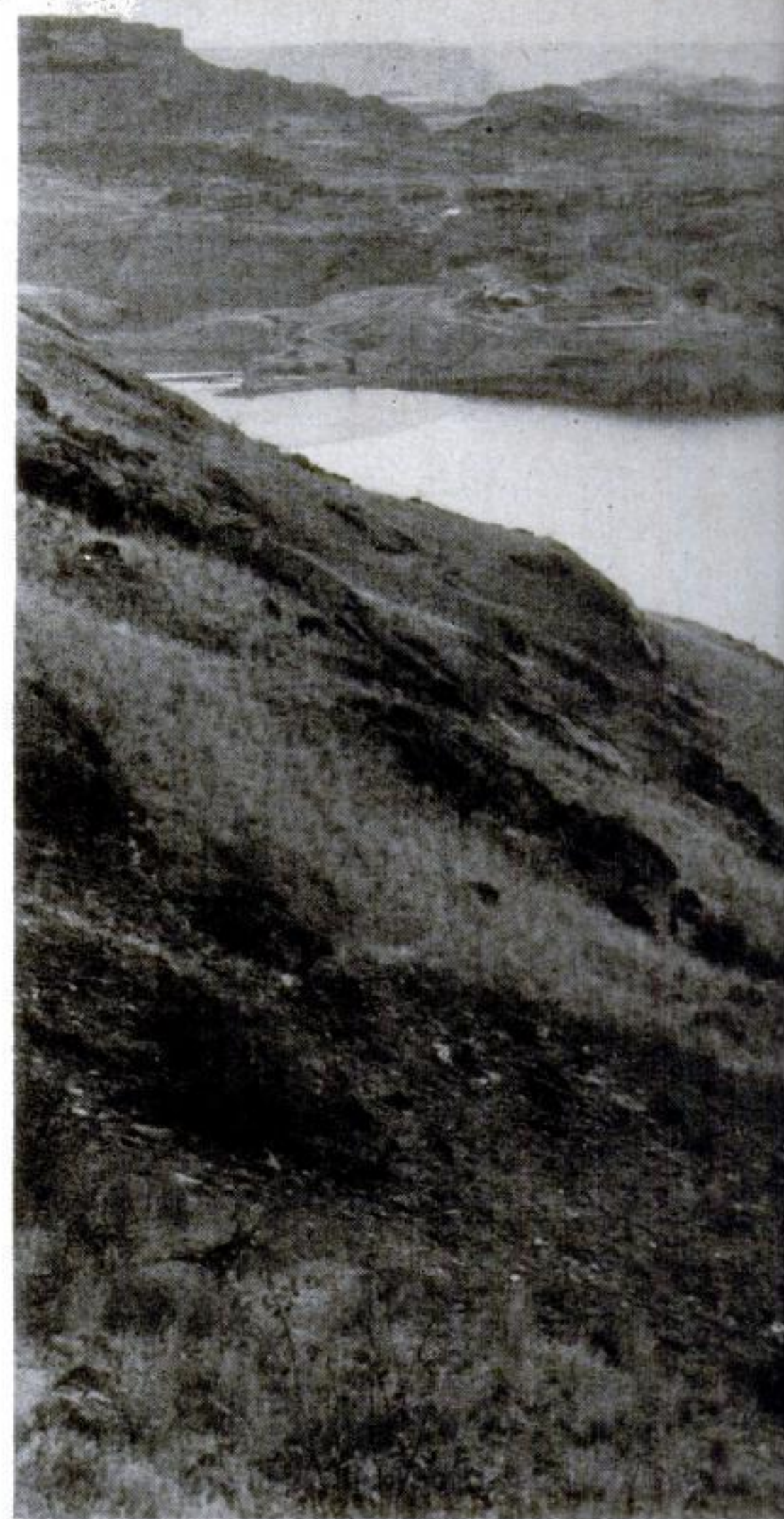
days of the Klondike gold rush. Combined, they form a land of promises come true: promises of reclaimed soil from deserts of sagebrush; of cheap hydroelectric power; of fabulously fertile valleys—the Yakima and the Willamette, the Rogue and the Skagit, the Hood and the Puyallup; of snow-covered mountain peaks and timber-topped hills. This is the land which has pulled to it an unending tide of tourists and settlers. It is the peaceful last frontier which, in time of war, lived up to its potentials: its mountain streams turned

into power, its power to metals and explosives, its lumber to plywood, its plywood to planes; its harbors rang with building ships.

After the war boom skeptics predicted an economic relapse for the Northwest. They foresaw, for example, such a surplus of power that kilowatts would be unable to find peacetime users. The pressing demand for electric energy by new industries is heavier now than ever in history. The Northwest is proving today that its peacetime potential is even greater than its wartime performance.



MAP OF NORTHWEST (left) shows Washington reaching from Canada south to the east-west flow of the Columbia River. From there Oregon spreads south to the California and Nevada boundaries. Both states are bisected by the Cascade mountains, which give heavy rainfalls to the coastal slopes but leave the eastern halves of the states comparatively dry. The chief lumber area lies west of the mountains. The coast also has fishing, shipping and more industrial centers. The Hanford atomic plant and Grand Coulee Dam are in the eastern irrigation belt.



ITS FUTURE IS BRIGHT

There is need for more people, more power, more production

Until the last decade the Northwest was a "colonial" area, depending on its lumber, fishing and agriculture. Its raw-material economy fed other parts of the nation, in return for finished products transported over long distances at costly rates. But with the harnessing of the Columbia River's tremendous power—estimated at one third of the hydroelectric power in the U.S.—the economy of the Northwest changed. With the war it changed even faster, as the power-producing capacities of Grand Coulee and Bonneville dams were pushed to the limit. The remarkable thing is that the limit is still being pushed. Both public and private power interests agree that unless the government carries out plans for still more power by means of new dams like the McNary (see map), the flow of new industries (pp.

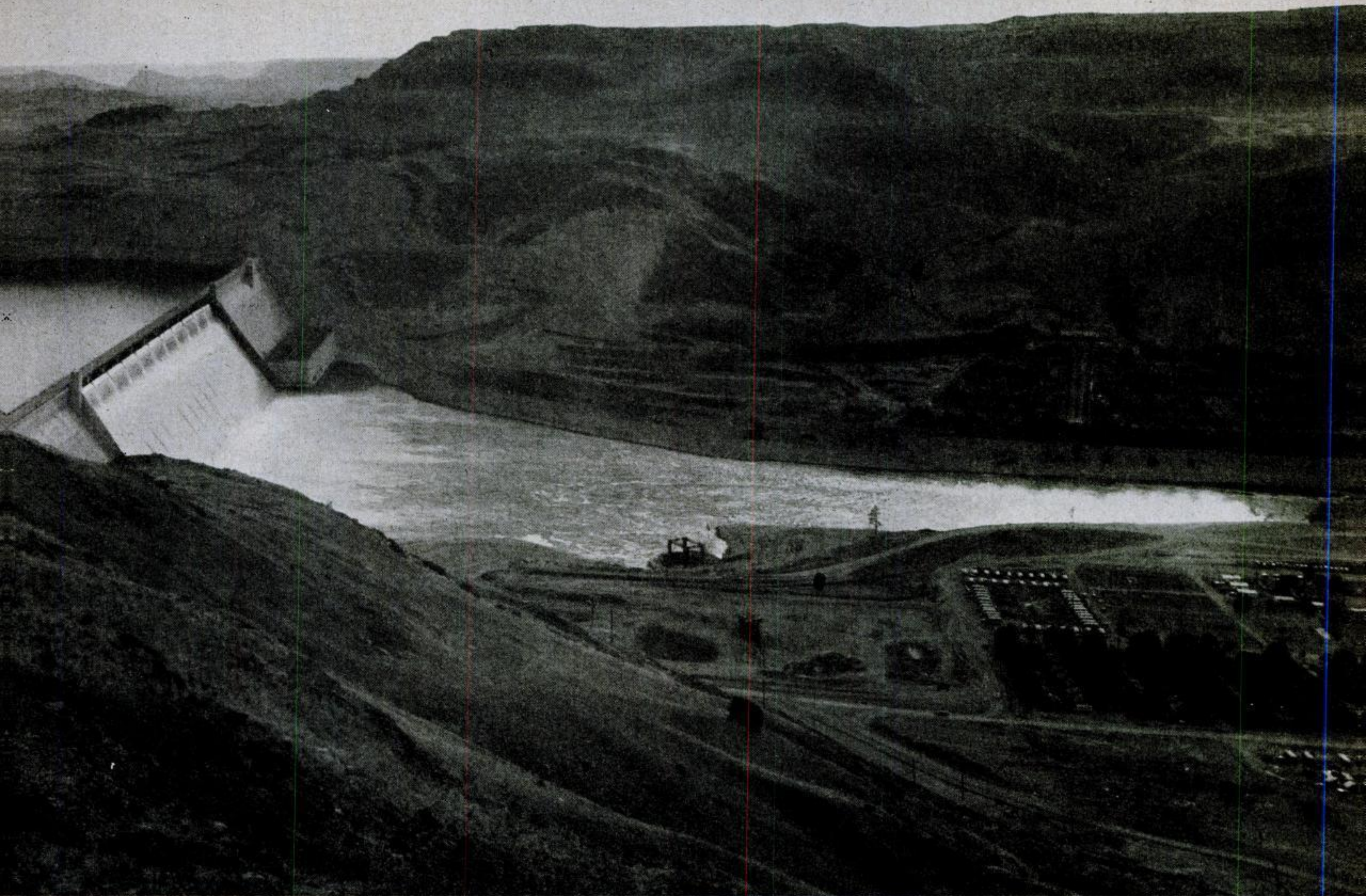
130-131) will be curtailed or at least slowed down.

Due to the present emphasis on power it is often forgotten that an equally important purpose of the Grand Coulee Dam is irrigation. It is a part of the Columbia Basin Reclamation Project, which in the next two decades will irrigate 1.2 million acres of land for some 40,000 new farm families. Eventually, if congressional appropriations are not sliced further, the Bureau of Reclamation hopes a total of 5.5 million acres in the Northwest can be irrigated, room enough for 70,000 farms, which in turn would provide new employment opportunities for one million more people.

Such visions charge the people of the Northwest with optimism. They believe that the federal irrigation and power programs will be carried out. If

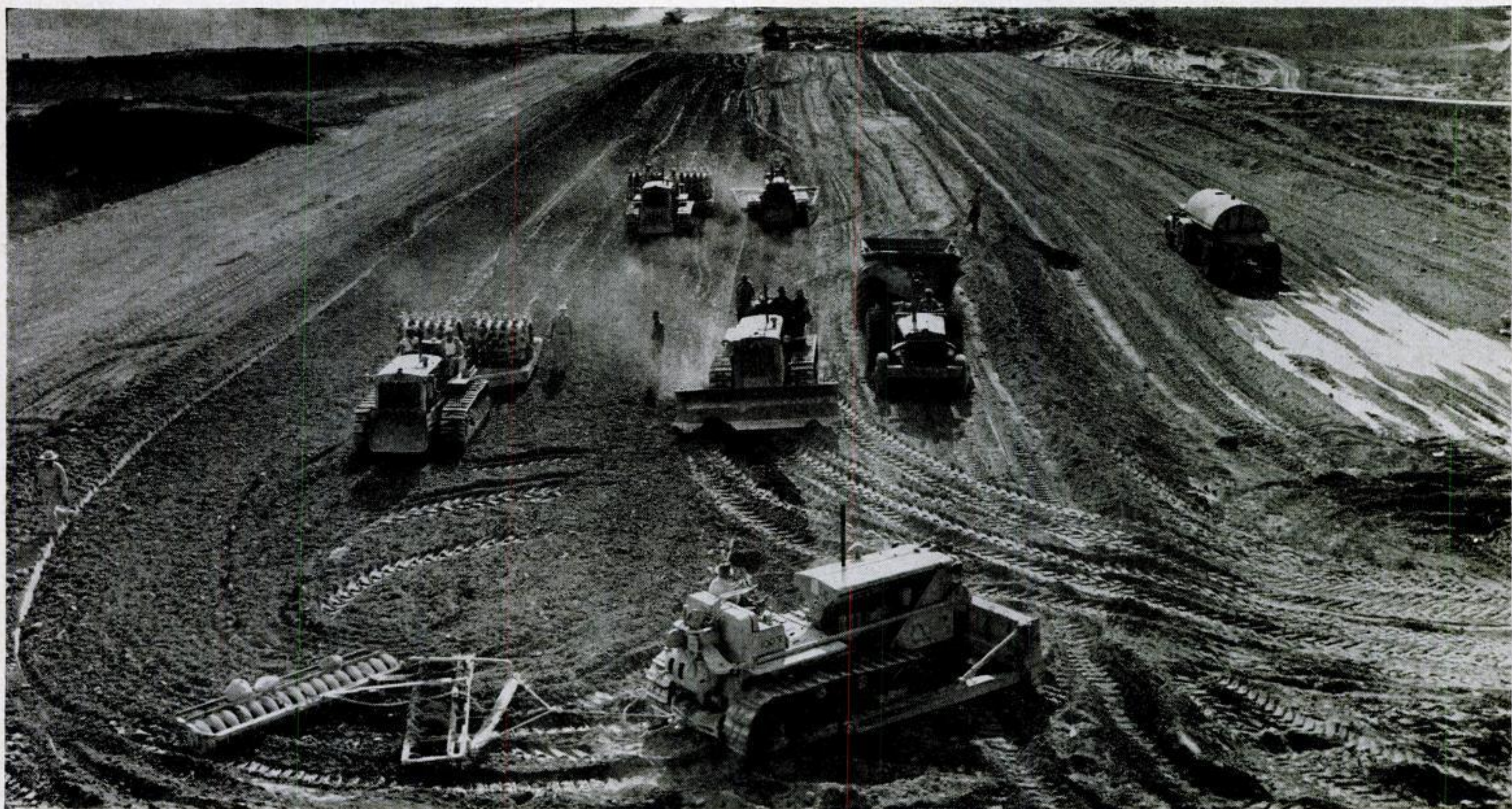
this does occur, Oregon and Washington will be a land of opportunity unlimited for generations to come, with plenty of room for new pioneers to share it. The two states have a combined area of 165,173 square miles, two and a half times the size of New England. And yet the Northwest's population is about a third as large as New England's.

The trend of America's movement is ever westward. Oregon and Washington, with their resources, their relative closeness to undeveloped Alaska and to the Orient, their high wage scales, their diversity of climates and types of living, are still an exciting frontier. Easterners are wide-eyed at its grandiose proportions. "Looking at the Northwest," said a visitor from Connecticut this summer, "is like looking at New England through an opium haze."



BIGGEST THING EVER BUILT BY MAN is the Grand Coulee Dam, four times bigger than the Great Pyramid. It cost almost \$200 million and was finished in 1942. Its

enormous power and pumping stations, still incomplete, will force water into the coulee (*upper left*), which is the now dry bed where the Columbia once flowed 6,000 years ago.



OTHER DAMS STILL BEING BUILT include Pot Holes Dam east of the Columbia. Begun last year, this \$9 million project must be finished by November 1950. Two

small streams have been diverted during construction. Dam will reuse waste waters from the larger Columbia irrigation scheme and serve 200,000 acres of dry land to the south.



THE HALL FAMILY arrived on its 80 acres near Prosser, Wash. in June 1947. Lionel Hall, 29, a veteran from Idaho, had no experience in irrigation farming before

homesteading on the Roza division in his trailer. Since his tractor is still on order, Hall exchanged part-time labor for the occasional use of a neighbor's farm machinery.



THE MEDLOCK FAMILY has recently moved into its new \$8,000 home (*background*) and has successfully homesteaded its Roza farm. Clarence Medlock, who came



THE EFFECT OF IRRIGATION in Yakima Valley is shown above. The Roza Canal waters the rich fruit orchards at right while only sagebrush grows on unwatered land at left. The concrete-reinforced canal, which was opened in 1941, is 95 miles long and will

eventually supply water for 72,000 acres. The fruitland that is irrigated by the Roza is already valued at 300% more per acre than it was in 1940. When pumping stations are built, some acreage above gravity level can be irrigated and opened to homesteaders.



to the Northwest 19 years ago from Colorado, works 220 acres with a hired man, owns 160 acres himself. His third-year potato crop will give Medlock a profit of \$50,000.



THE BURNS FAMILY lives in a reinforced Army-surplus tent while homesteading at Granger, Wash. John J. Burns, 40, was an Army lieutenant and previously worked

as a shoe-store clerk in Potlatch, Idaho. Mrs. Burns was a public-health nurse. Burns will start intensive farming with alternating crops but eventually wants orchards.

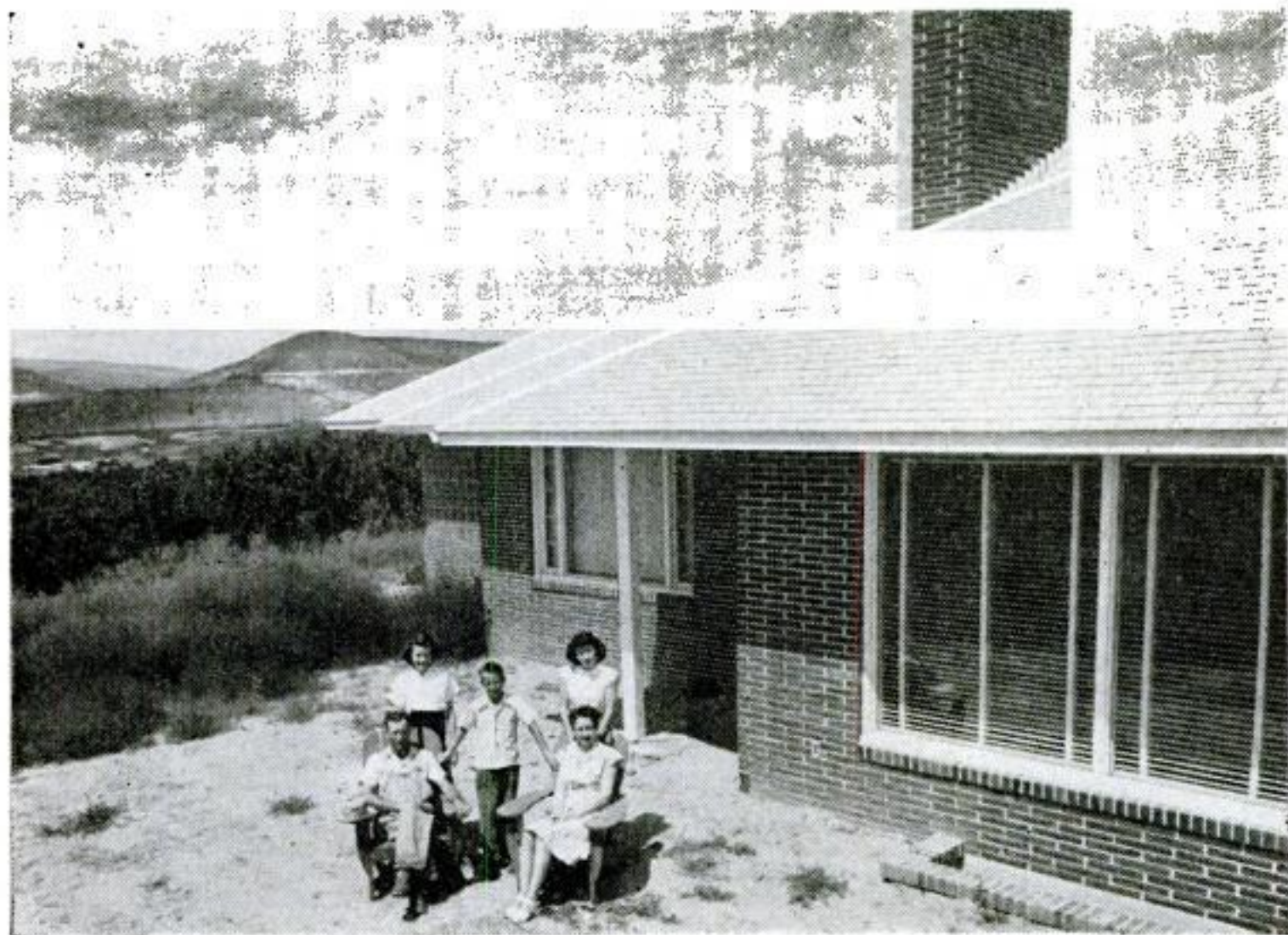
THE NEW PIONEERS

Veterans' homesteads on valley land are opened by irrigation

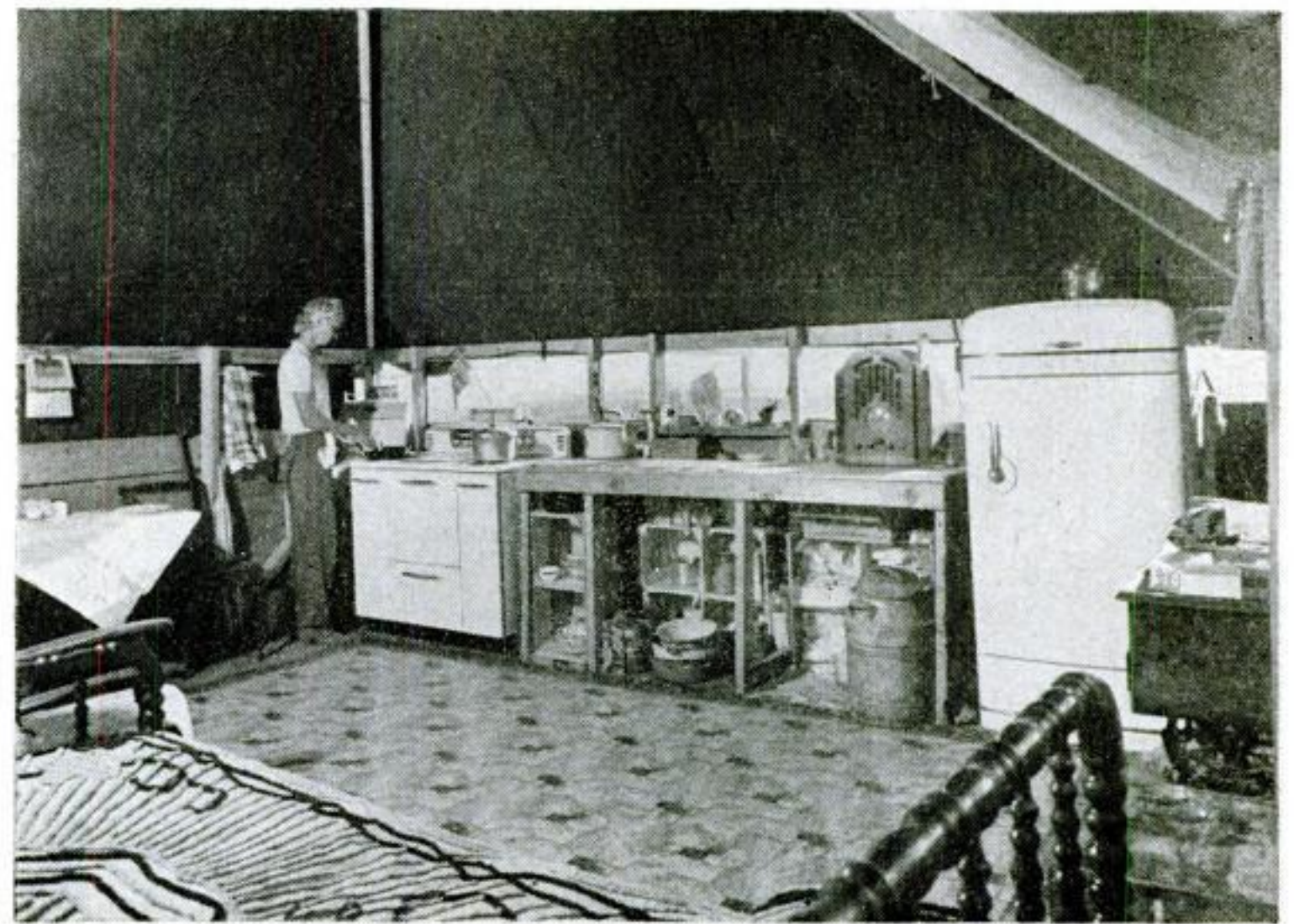
The valley that winds down along the Yakima River in south-central Washington is one of the richest agricultural areas in the U.S. Since 1905, when the first Yakima reclamation project was opened, settlers have operated on a simple theory: "Give this land water and it will give you back anything you want to grow." For four decades Yakima homesteaders have proved their thesis correct by establishing unmatched records for production of vegetables, grains and especially fruits on 425,000 acres of successfully irrigated land.

The great tradition of homesteading in the valley continues. On April 1 the

Interior Department's Bureau of Reclamation, which operates the Yakima project, opened 28 farm units on its Roza division, a strip of land made irrigable by the Roza Canal (*opposite page, bottom*). For these units there were 1,517 applications from would-be homesteaders in 35 states, all but seven of them veterans. Among the lucky families drawn by lot were the Halls and the Burnses. With hard work they hope to be as successful as the Medlocks, who have been on the Roza three years, or the Camerons, who were raised in the Yakima Valley and have become prosperous by growing soft fruits on their irrigation farmlands.



THE CAMERON FAMILY has a new \$50,000 modern house with three bathrooms. Cecil Cameron's grandfather came from Kansas in 1909 to homestead on the Sunnyside division, the first reclaimed land in the valley. Cameron grows apples, pears, peaches.



THE BURNSES' TENT, completely equipped with electric lights, radio, electric stove and refrigeration, is 16 feet square and about 12 feet high. Mrs. Burns (*at stove*) has already picked out a Sears, Roebuck bathroom for house they will build themselves.



ROLLING WHEAT FIELDS which spread before the eye like never-ending sand dunes are peculiar to eastern Washington. This field of camel-colored humps, shown after

area in background has been harvested, is planted in Federation wheat. It is part of 1,500 acres on the ranch of Win Estes, near Walla Walla. Like most wheatland, it is dry-farmed



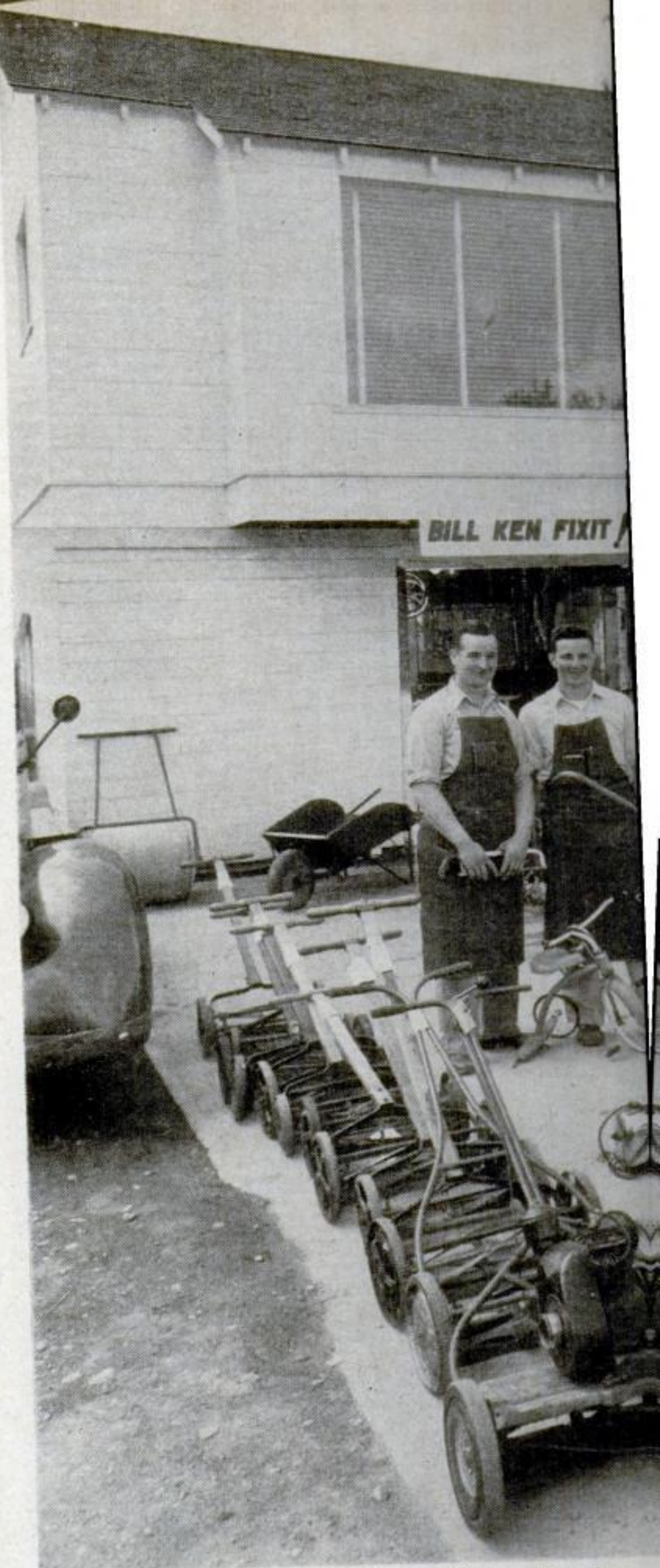
rather than irrigated. Next to its famous apples, wheat is Washington's top agricultural crop. Although Washington ranks only fifth or sixth among the states in total volume of

wheat production, it rates first by a wide margin in the average yield per acre. Among the reasons for this is the topsoil of rich, volcanic ash conducive to favorable growth.



FLOATING BRIDGE suddenly made downtown Seattle (background) easily and quickly accessible by auto to Lake

Washington's eastern shore. Suburbs on this shore have grown tremendously since bridge was completed in 1940.



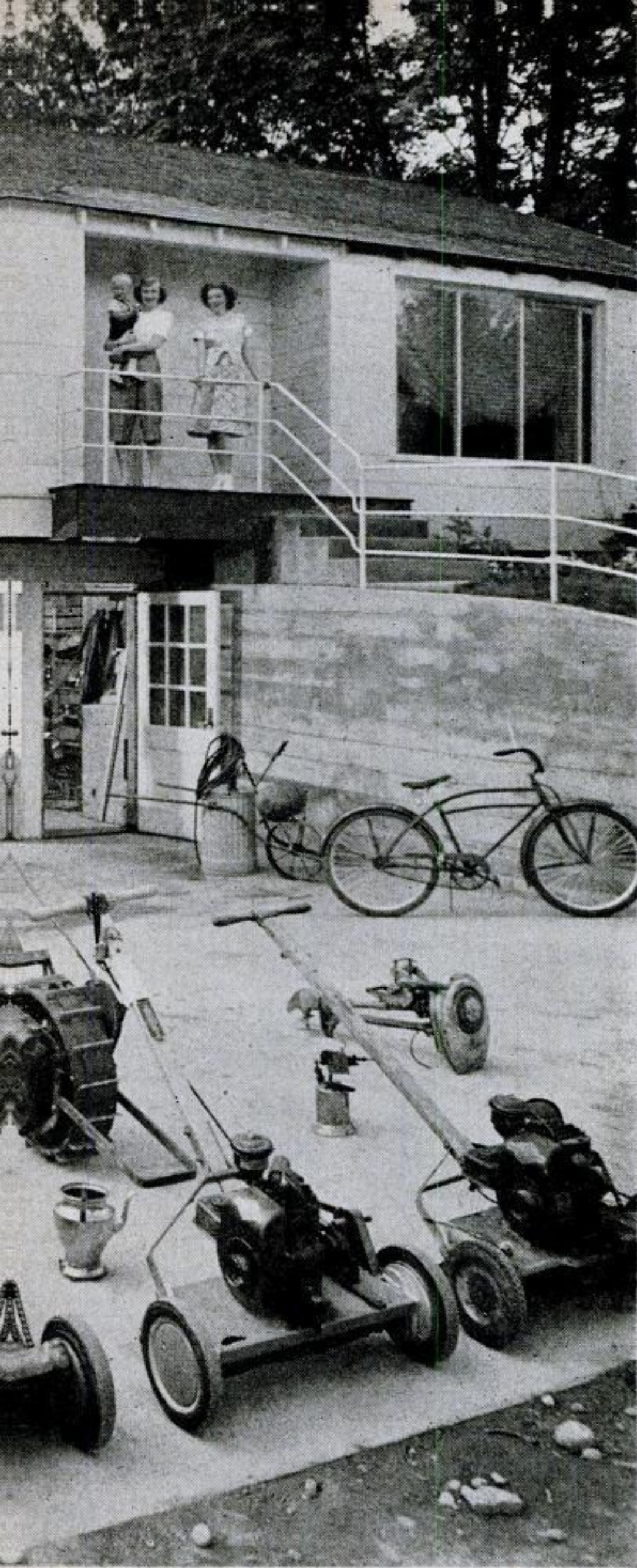
NEW SUBURBANITES in Bellevue, Wash., a Seattle suburb across floating bridge, are Minnesotans Bill and

LIVING

It can be pleasant



NURSERY in Bellevue provides a safe place for Evelyn Anacker to leave small child while she works or shops.



Ken Anacker. They and their families (*background*) live in a two-apartment house, run their business in basement.

Half a million newcomers have settled in the Northwest since 1940, most of them along the coastal slopes and in the Puget Sound area shown here. Around coastal industrial centers suburban communities have mushroomed. One of the most attractive is Bellevue, near Seattle. Its land values have increased 500% in 10 years but it is still possible to live there reasonably and comfortably, with good schools for children and with skiing, swimming, sailing and beautiful mountains at everyone's front door. There is also room for new ideas such



SUNDAY PICNIC by a small lake near Mt. Rainier is within driving distance of the Anackers' home. Ken also

spends weekends salmon fishing, while Evelyn can take Steve swimming at a nearby beach on Lake Washington.

as the one that Ken and Bill Anacker had. Ken worked in a Seattle shipyard during the war and liked the Northwest's friendliness, its climate and its elbow room. When the war was over and Ken was out of the service he brought his family from Minnesota and persuaded Bill and his new wife to come along too. For finishing up a duplex house they got a year's rent free. Then they started a repair business in the basement. So far they've been doing fine. They believe the Northwest is "going places" and they hope to go right along with it.



SUPERMARKET in Bellevue is biggest in Northwest and is part of a modern, planned Shopping Square. The market makes shopping quicker and easier for Evelyn.



DEPARTMENT-STORE BRANCH in Bellevue enables Evelyn to purchase clothes without driving into city. For more elaborate items, Seattle is only 25 minutes away.



THE NEW "ATOMIC CITY" OF RICHLAND, WASH., WHICH NOW LIGHTS UP THE WHOLE SKY AT NIGHT, WAS A TINY AGRICULTURAL COMMUNITY OF 242 INHABITANTS ONLY

NEW INDUSTRY

The war gave it a head start

The Northwest received more government funds for industrial development during the war years than any other comparable region in the U.S. The biggest single expenditure (\$347 million) was on the Hanford Engineering Works in central Washington, where plutonium was produced from uranium for ultimate use in the creation of the atomic bomb. The government is still spending money on the Hanford works and on Richland (*above*), the center of operations. Richland will shortly begin building permanent installations for an additional 10,000



NEW LIFE FOR OLD INDUSTRY came when war cut off Japanese supplies of tinned fish. Dozens of modern canneries have been built. But commercial salmon fishing near

Astoria, Ore., at the mouth of the Columbia River, is still done with horse-drawn seines. The yearly salmon catch from the Columbia River alone is now worth \$100 million.

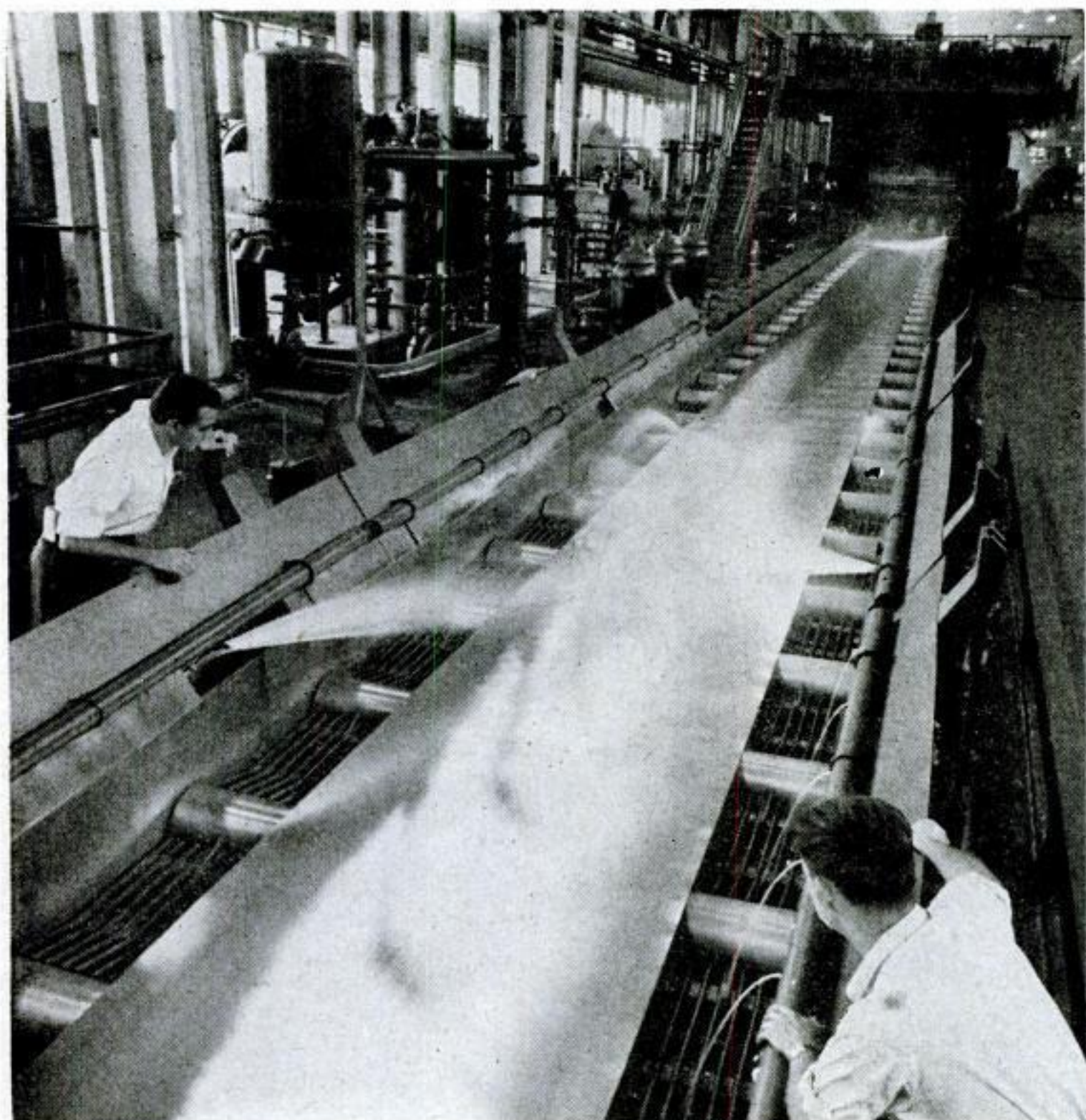


FOUR YEARS AGO. TODAY IT IS THE HOME OF THE ADMINISTRATION OF THE HANFORD ENGINEERING WORKS AND 15,000 OF ITS ATOMIC WORKERS AND THEIR FAMILIES

employees, which will raise its population to more than 25,000. The works are now run for the U.S. by General Electric Company at a token fee of \$1 a year.

Other millions in loans and outright subsidies were also poured into shipyards, aircraft factories, aluminum, electrochemical and electrometallurgical plants. These millions bound up the wounds which were left on the Northwest by the depression, brought farm production up to new peaks and put industrial centers on a three-shift basis, resulting in new prosperity for the people and new or re-

vitalized fortunes for shrewd entrepreneurs. The aircraft and shipbuilding booms have now fallen off, but many industries which had never been in the Northwest before are remaining and increasing their output. The Pennsylvania Salt Company has recently expanded its new chemical plant at Portland, Ore. (bottom right) to manufacture DDT and potassium chlorate. The latter could never before be produced on a competitive basis in this country and only the low rate paid for electric power from Bonneville Dam makes it feasible today.



NEW PLANT at Trentwood, near Spokane, takes 40-foot slabs of aluminum ingot one inch thick and rolls them out as thin sheets 800 feet long. Henry Kaiser owns plant.



ANOTHER NEW PLANT, built in 1941 at Portland, Ore., produces potassium chlorate. Formerly imported, the chemical is a wartime explosive, a peacetime weed-killer.



FRUIT GROWER Cecil Keller, 47, of Wenatchee, Wash. heads a powerful cooperative. Keller migrated west from Oklahoma in 1910, has bettered \$20,000-a-year profit on fruit since the depression when many ranchers went bankrupt.



EDUCATOR Raymond Allen, 45, is a Minnesotan who became president of University of Washington (Seattle) last May. The university has a \$30 million building program. State college at Pullman is headed by Wilson M. Compton.

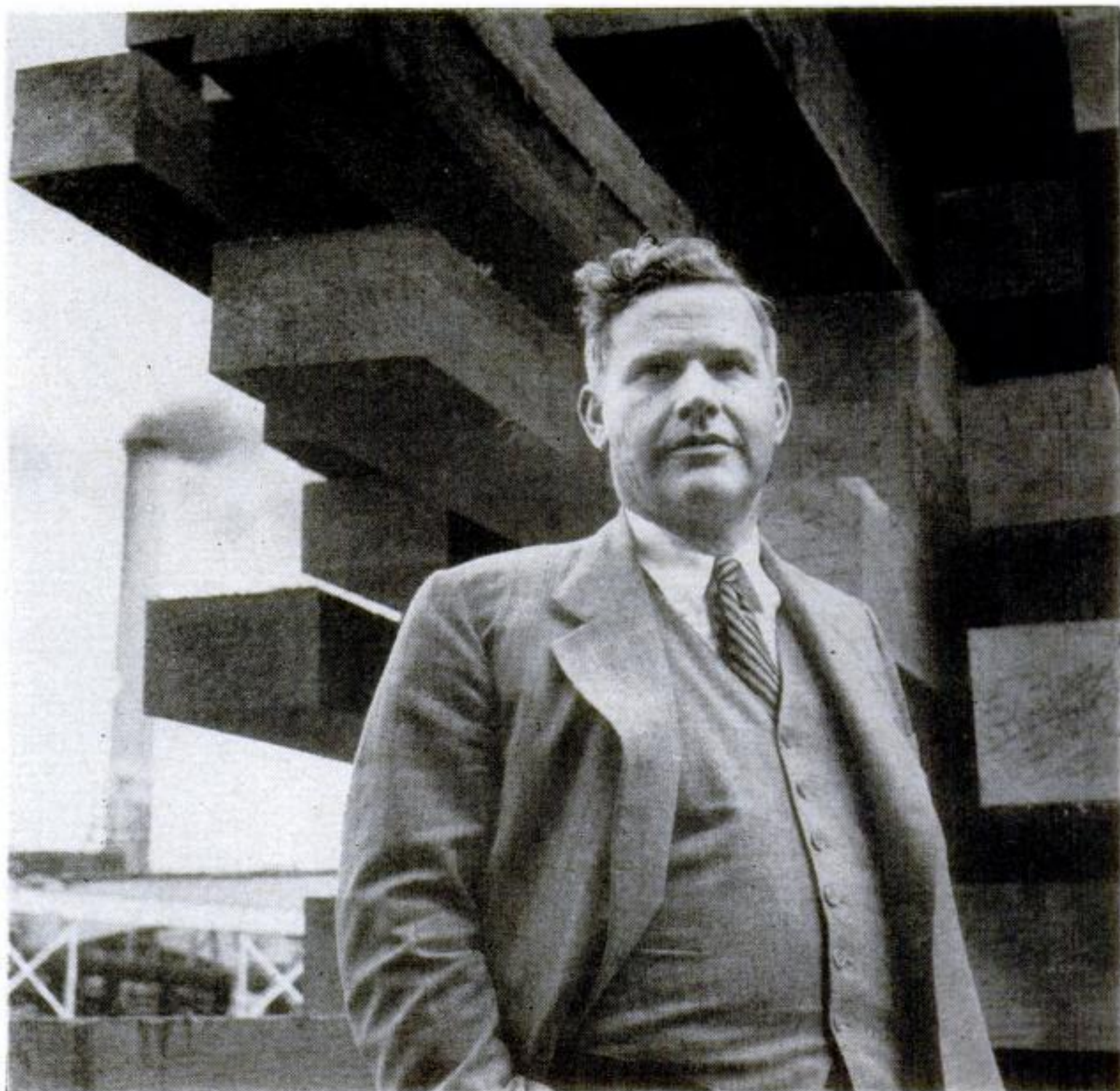


PUBLIC-POWER CHIEF Paul J. Raver, 53, was born in Indiana, taught public utilities at Northwestern University. Harold Ickes appointed him to be director of the Bonneville Power Administration for the government in 1939.



PRIVATE-POWER MAGNATE Paul B. McKee, 56, got his start as a dollar-a-day carpenter after the big earthquake in San Francisco, later was apprenticed to a machinist. He is president of Pacific Power and Light in Portland.

ITS LEADERSHIP



LUMBER TYCOON J. P. ("Phil") Weyerhaeuser, 48, is considered Northwest's richest man. The giant Weyerhaeuser Timber Co. of which he is president was founded by his grandfather in 1900. He acquired 900,000 acres of Northwest lumber lands from Railroadman James Hill.



BANKER Edward C. Sammons, 56, is president of U.S. National Bank, Oregon's largest. A native of Portland, Sammons worked as a copy boy and later as a reporter and sports editor of the Portland *Oregonian*. The U.S. National is entirely Oregon-owned, is also 56 years old and has 29 branches.

IS DIVERSIFIED



FISHERMAN Nick Bez, 53, came to the Northwest from Yugoslavia. He has been working in the fish business since he was 14. Today Bez owns huge fish canneries in Oregon and Alaska and controls a new feeder airline in Washington and Oregon. He is a friend of President Truman's.



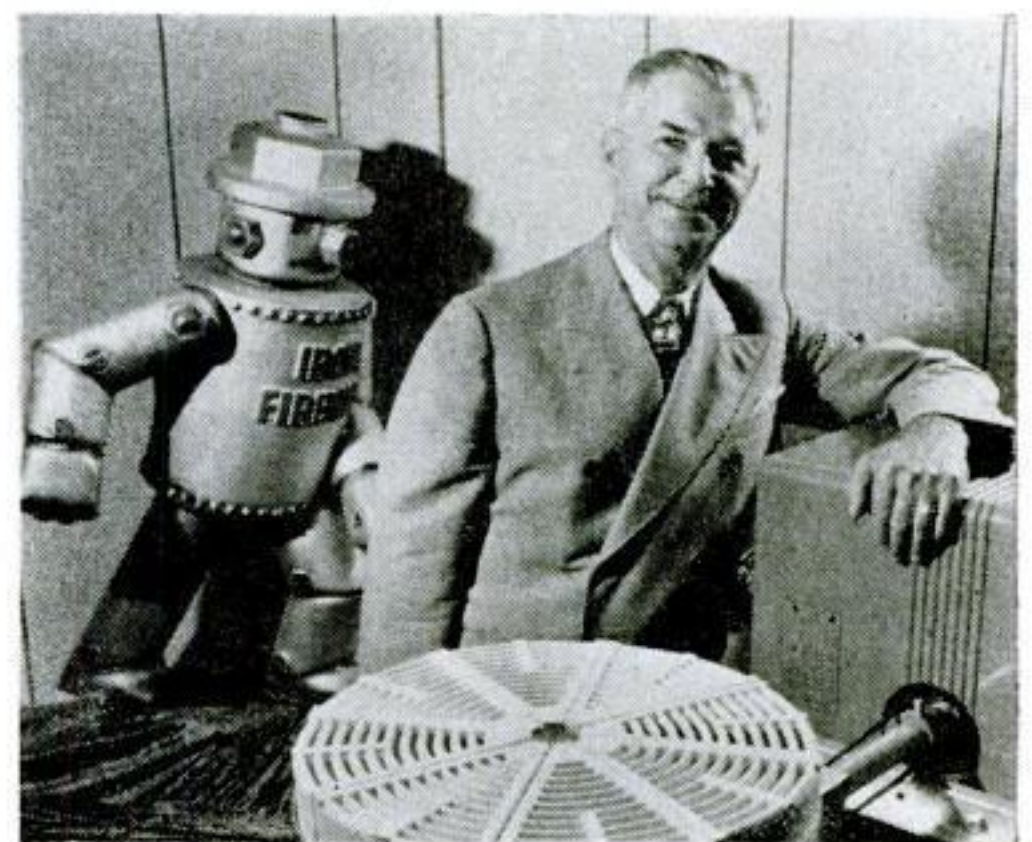
ELECTRICAL ENGINEER David H. Lauder, 47, has been associated with General Electric Company since 1922. In September 1946 he was made responsible for the management of Hanford Engineering Works when G.E. took over this \$347 million, government-owned atomic-energy plant.



CHAMBER OF COMMERCE MANAGER Clay Cochran, 58, of Salem, Ore. operates in an area where local chambers are run by top personnel. Cochran combines *Realpolitik* and showmanship in selling Salem to newcomers.



BEER BARON Emil Sick, 53, owns 11 successful breweries. Sick, who also controls the Seattle Baseball Club in the Pacific Coast League, has patterned his career on that of the late Jacob Ruppert, who owned New York Yankees.



MANUFACTURER T. H. Banfield, 62, is renowned in Northwest as head of Portland's Iron Fireman Manufacturing Co. and as chairman of the State Highway Commission, which has kept Oregon's roads relatively free of billboards.



MILL BOSS John R. Meek, 44, is works manager for the 55-acre Trentwood Rolling Mill near Spokane, the only aluminum sheet mill west of the Mississippi. Trentwood was built by U.S. in 1943 at a cost of almost \$50 million.



GRAND COULEE DAM, CASCADING 330 FEET OVER ITS SPILLWAY, SERVES AS SCENIC BACKDROP FOR GROUP OF CANADIAN TOURISTS LUNCHING AT ADJACENT RESTAURANT

TOURISTS

Man-made spectacles rival
scenery as an attraction

Since the war the number of out-of-state visitors in the Northwest has been greater than ever. In 1947 tourism will be the area's second biggest source of income. Both Oregon and Washington abound in a variety of natural beauties: rugged coastlines, trout-filled rivers, magnificent mountains, primeval forests, waterfalls, gardens, glaciers and gorges. Washington's favorite spectacle for tourists has always been Mt. Rainier, and Oregon's is the Columbia River Drive. Recently two man-made spectacles have rivaled nature's own in popularity: the Grand Coulee Dam (*above*) and the Bonneville Dam, with its powerhouse and fish ladders (*right*), where visitors can rubberneck without charge.



FISH COUNTING at Bonneville Dam attracts visitors, who watch the spot over white slabs (*right foreground*) where fish are momentarily silhouetted after swimming up arti-

ficial ladders. Counter sits in booth (*center*). The "ladders" work like navigation locks, permitting adult fish to migrate up the Columbia River for spawning despite the dam.

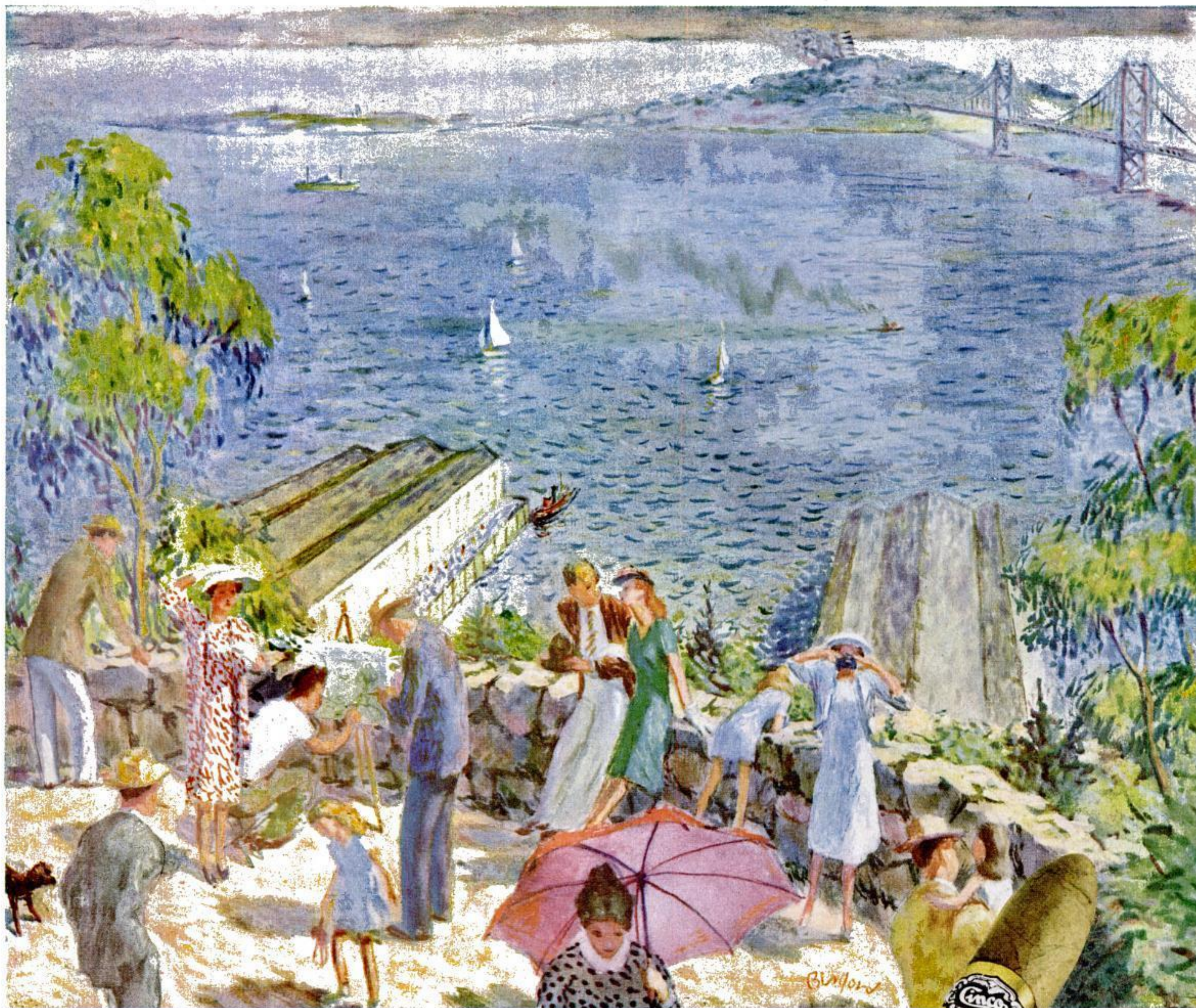


GREAT STANDS OF VIRGIN TIMBER, like these fir trees sweeping up to the snow line of lofty Mt. St. Helens, are still the Northwest's greatest crop and greatest source of strength. But they may not always be. The U.S. lumbering industry, which has shifted from Maine to New York to Pennsylvania and thence to the Great Lakes region and to the South and finally to the Northwest, is on the move again. The Puget Sound area is being denuded, sawmills are shutting, and the center of the industry

is chopping ever southward through Oregon. The government and the lumber industry are attempting to put the Northwest's forests on a sustained yield basis. Tree farms are being planted; fuller utilization is being made of logs—even of bark. But the immutable fact remains that trees are still being cut faster than they can be grown. Unless the Northwest can meet the challenge of conservation as judiciously as it has that of expansion it may awake some day like Samson, shorn of its strength.

Sunday on Telegraph Hill

Sunday—a day to rest, relax and treat yourself to some of the good things in life! Perhaps you can't explore the wonders of San Francisco Bay next Sunday. But you *can* enjoy a good cigar—a Cinco!



PAINTED FOR THE WEBSTER TOBACCO COMPANY BY JULIAN BINFORD

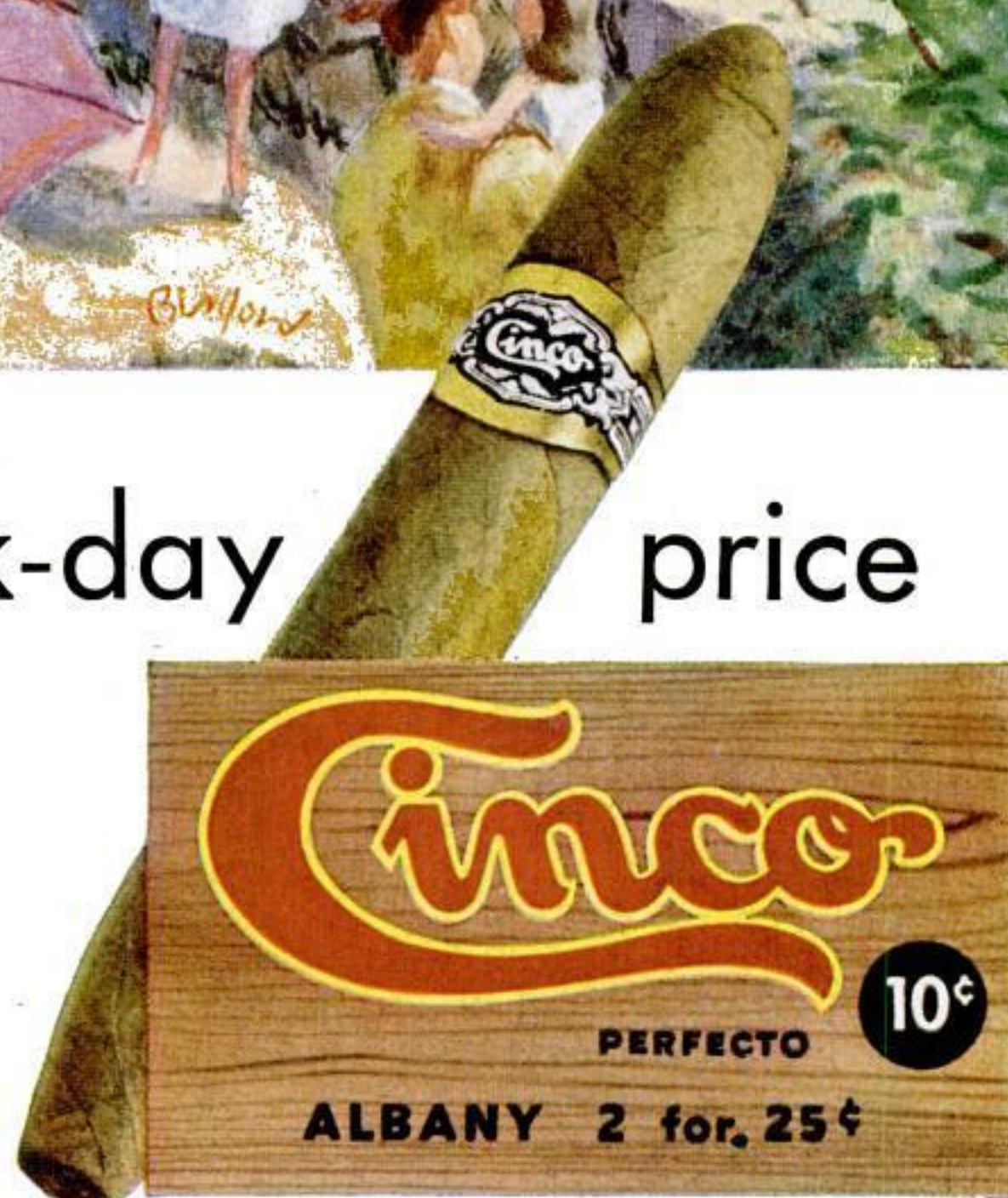
The Sunday cigar at a week-day price

Six words give you the secret of Cinco success. *Costly tobacco at a popular price.* Cinco flavor comes from its 100% Caribbean filler, grown and cured under ideal conditions in Cuba and Puerto Rico. Long leaves of these two choice

tobaccos run the entire length of your Cinco. The wrapper is silky Connecticut Shadegrown . . . costly to us, but not to you. Cinco is the only cigar in America with this blend of these tobaccos that sells for only a dime!

A PRODUCT OF THE WEBSTER TOBACCO COMPANY, INC., N. Y.

ADV. BY N. W. AYER



Paul Rand

Every drop

Tastes its Age

ANCIENT

AGE

Every drop

Evenly matured

Straight

Kentucky

Bourbon



Look for . . . **AA**

ask for . . . "Double A"

This magnificent, straight Kentucky bourbon
from the House of Aged Whiskies
comes to you today in a temporary bottle.

Every drop is the same, evenly-matured

Ancient Age you enjoyed before the war.

This whiskey is 5 years or more old, 86 proof.
Schenley Distilleries, Inc., Louisville, Ky.



A Report on CHINA

CONTINUED FROM PAGE 36

communications as a "peace-loving democracy." Until President Truman's speech of March 12 this year the official doctrine of the U.S. government remained the farce that the Soviet Union was a peace-loving democracy and that the Chinese Communists were mere agrarian reformers who did not take orders from Moscow. This doctrine gave rise to spectacular actions in the Far East. Vice President Wallace, then Ambassador Hurley and finally General Marshall were sent to end the war between the Chinese government and the army of the Chinese Communists.

WE HELPED PROLONG CIVIL WAR

► We insisted that Chiang make peace with the Communists

► But the Communists used the "Marshall truce" to take Manchuria

► We refused Chiang the aid we had promised him

GENERAL Marshall reached Chungking, which was then the capital of China, on Dec. 22, 1945 and so great was his prestige that he was able by Jan. 10, 1946 to obtain signature of an armistice by the Chinese government and the Communists. Moreover, just before leaving for Washington on March 11, 1946, he seemed to have paved the way for the enforcement of a truce in Manchuria. Thus it appeared that in less than three months General Marshall was well on his way toward stopping the fighting in China.

This surface appearance was deceptive. The Soviet government's objectives were not those of General Marshall. On V-J Day there were no Chinese Communist troops in Manchuria. The Soviet plan was to use the time gained by the armistice to transfer as many Communist troops as possible from North China to Manchuria and there to arm them with the abundant Japanese supplies and equipment which the Russian Red Army had seized when the Japanese army in Manchuria surrendered. To withdraw the Russian Red Army from Manchuria only when it could be replaced by a well-armed Chinese Red army and to use the Marshall armistice period for this purpose, was the Soviet plan. It worked perfectly.

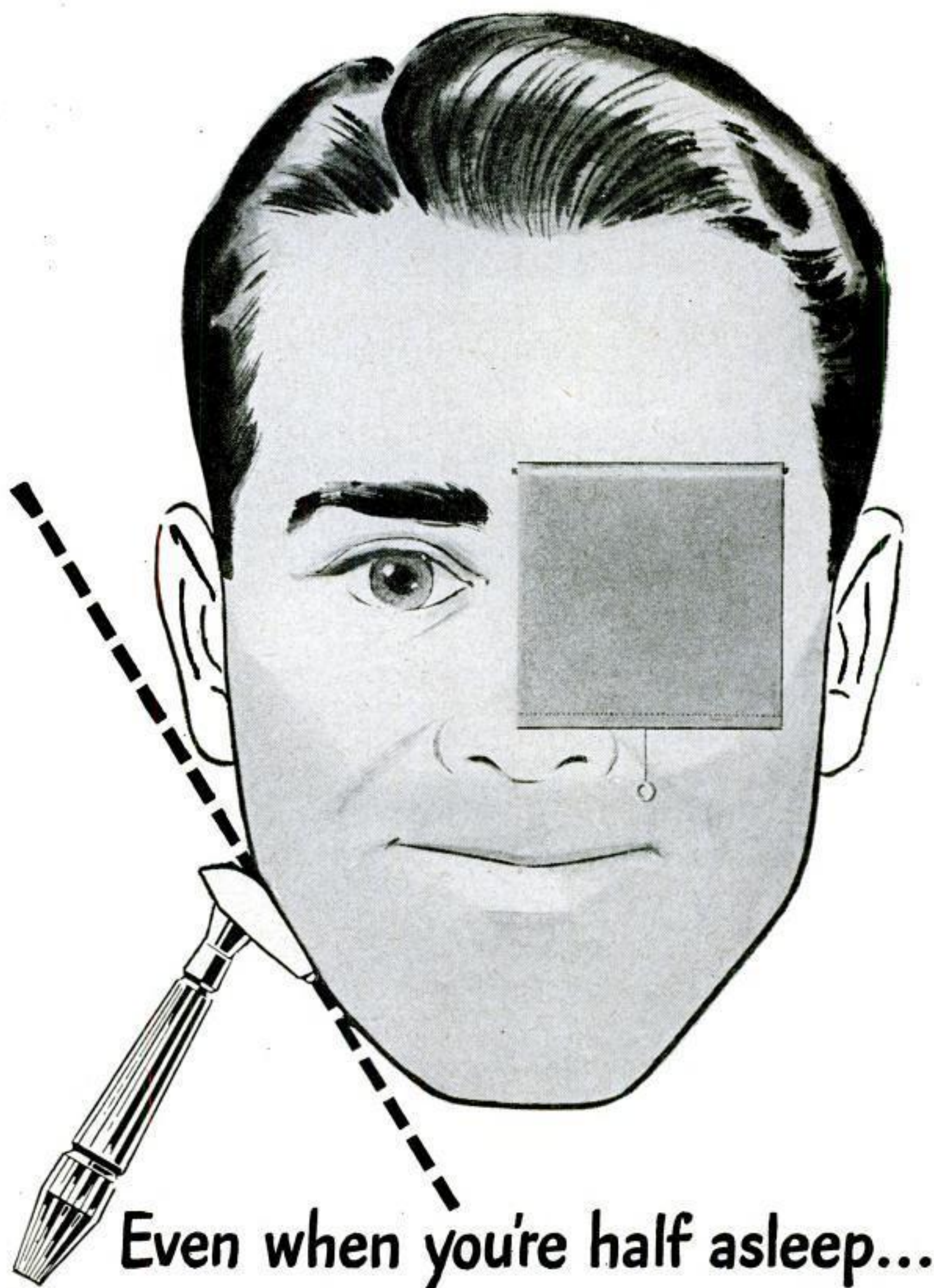
On April 14, 1946, immediately after the evacuation of the capital of Manchuria, Changchun, by the Soviet Army, the Chinese Red Army attacked it. General Marshall returned to China on April 17 and the next day Changchun fell to the Communists.

General Marshall resumed his task with his customary determination and dignity. But, in truth, from the beginning he had no chance to succeed. The final verdict on General Marshall's actions in China must be that never was a distinguished soldier sent on a more hopeless and unwise political mission.

After the failure of General Marshall's mission American policy toward China fell into a tired apathy, marked by a weary and petulant inclination to "let China stew in her own juice." In order to bring pressure on the Chinese government to compel it to accept our erroneous thinking that the Soviet Union was a "peace-loving democracy" we cut off all aid to the Chinese government. The \$500 million loan earmarked for China was withheld. The "Eight and One Third Air Group Program"—by which we agreed to equip and provide maintenance parts for eight and one third groups of the Chinese air force—was stopped by our unilateral action in September 1946.

Most serious of all, having equipped some Chinese divisions entirely with American artillery, machine guns and rifles, and others partially, and promised to help maintain this armament, we had held up export licenses for munitions. In consequence Chinese divisions without ammunition and with worn-out American equipment were facing Communist troops newly equipped in Manchuria

CONTINUED ON NEXT PAGE



Even when you're half asleep...



1. Still nodding at shave time? The New Gem 'Guiding Eye' Razor uses its head to help yours—finds your one best shaving angle.

2. Simply shave with Gem's 'Guiding Eye' flat against your face. Blade automatically 'sets' for quickest, cleanest, most comfortable shaves.

3. This New Gem one-piece, clog-proof razor lets you choose your blade style—famous Gem Singledge, or...

4. Gem 2-Edge Reversible with 2—yes, two—keen, clean numbered edges! Either style 5 for 25¢.

REMEMBER: Gem must give you the quickest, cleanest, most comfortable shaves you ever had—or MONEY BACK!



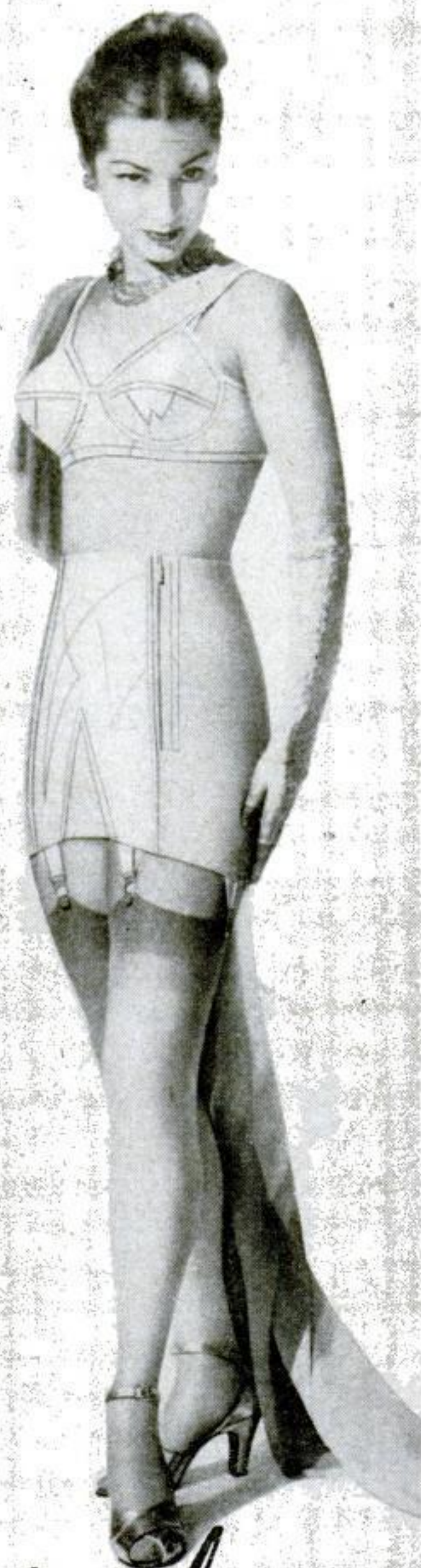
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Your figure is loveliest when
fashioned by Flexees . . .
with every line smoothed,
figure faults concealed,
and fashion's new, graceful
silhouette revealed



by

flexees

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WORLD'S LOVELIEST FOUNDATIONS

CHINA CONTINUED

by the Soviet Union with abundant supplies of Japanese rifles, machine guns and cannon. Our policy resulted in disarming our friends while the Soviet Union was arming our enemies. By the spring of this year it was evident that unless we changed our policy China would not "stew in her own juice" but in Soviet juice. Last July 11 General Albert C. Wedemeyer was sent to China to resurvey the situation. What is the situation?

Today the Chinese government holds firmly all China as far north as the Yangtze River. Small bands of bandits, some of whom call themselves Communists, hold remote areas south of the Yangtze; but the Shanghai fashion of calling the area south of the Yangtze "the zone of peace and reconstruction" is justified. The area from the Yangtze north to the borders of the Soviet Union is definitely a war zone.

The war there, however, in no way resembles warfare of the sort that our troops experienced in Europe in either World War. The Communists use guerrilla tactics, moving swiftly and attacking at night, hiding in villages and resting in the daytime. An observer in a plane may fly low over hundreds of miles of territory in North China and Manchuria through which these guerrillas are scattered and never see a single soldier or the slightest evidence of troop movement. At dusk the Communists assemble, march fast toward their objective, often covering as much as 20 miles, and strike in the night. They are attempting to bring down the government not by destroying its armed forces but by wrecking the economic life of the country. Hence they do not hesitate to burn towns and villages, destroy railroads and blow up industrial installations, such as power plants, which they cannot carry away.

The government armies attempting to protect cities, towns and villages are for the most part tied down to fixed points. They move more slowly than the Communists, and often when they attack they find that the Communists have quietly withdrawn in the night. A government drive to clear Shantung is now in progress, but already a large body of Communists has escaped into the adjoining province of Honan and is laying waste the rich country there.

In Manchuria the situation is altogether different. Government troops hold most of south Manchuria, except Dairen and Port Arthur which are occupied by the troops of the Soviet Union. But Communist troops hold all the rest of Manchuria, except a long finger-shaped salient from Mukden to Kirin. This salient follows what was once the major railroad of Manchuria, passing through Szepingkai and Changchun. It is a railroad no longer. Communists have destroyed every bridge north of a point 30 miles to the south of Szepingkai. Most of the ties have been burned and many of the rails twisted by placing them across the blazing ties.

In consequence the great government-held city of Changchun, once the capital of "Manchukuo," is totally cut off from rail communication. In fertility of soil and beauty of scenery the Manchurian valley in which it lies resembles the Spokane valley in our state of Washington. And the surrounding country is so rich that the city still has ample food brought by cart. But it has no coal.

CONTINUED ON PAGE 142

A NOTE ABOUT CHINA

Whether because the struggle for existence in China has been so severe that only the fittest have survived or because of an exceptional inborn racial vitality, the Chinese can live on less and work harder than any other race of man. And withal be happy. There are far more smiles emerging from an inner serenity in Shanghai than in New York. Moreover, in basic intelligence as well as physical endurance, they are among the first of the world's peoples. And in the art of conducting human relations on the highest level of courtesy, respect and good humor, they are unsurpassed.

Every Chinese child of every class learns the ethics of Confucius from his parents. Indeed, he is apt to have no education whatsoever except this moral education. Their moral literacy is as high as their intellectual illiteracy. They have much to learn from us in the fields of industrial efficiency, medicine, sanitation and the art of war, but they have little to learn from us in the art of living. If ever the Chinese achieve peace and can add to their physical vigor, mental vitality and ethical rightness, the industrial techniques of America, they may once more, as in the past, lead the world in civilization.

FALSE TEETH WEARERS famous for their looks



Hollywood performers say:

"New COLEO cleans false teeth cleaner!"

8 out of 10 tested preferred Coleo to all other types of denture cleanser! And scores of actors and actresses tried it! Coleo, made by Colgate-Palmolive-Peet, was tested in Hollywood because many actors and actresses must wear plates or bridges to photograph well!

Coleo fizzes away mucin (film), removable stains, and food particles in minutes! No brushing! False teeth are clean! Sparkling! And dentures cleaned with Coleo have a pleasant, fresh taste! Clean your false teeth the Coleo way—today!



NEW TYPE Cleanser for False Teeth

Undies and Sleepers

Hi-Chair to Hi-School

Nazareth



HERE IS THE NEWS ABOUT "BC" HEADACHE TABLETS

They contain same famous formula as "BC" powders

Tablet or powder—both bring you fast relief from headaches, neuralgic pains and minor muscular aches. Two tablets equal one powder. Both tablets and powders contain not just one but several fast-acting, soothing ingredients. On sale everywhere! Caution: use only as directed.



To parents of students with report card trouble!

WOULD YOU LIKE your children to improve their marks this term? If so, you will be interested in these facts . . .

Tests made by educators among thousands of school children reveal that when work is typed, marks *definitely improve!*

Not only that . . . but these same tests showed that, on the average, students who type do 17% more work . . . make 40% fewer mistakes in spelling . . . and 32% fewer mistakes in grammar!



When asked in a survey what they would like to own, students put typewriters high on the list! And their No. 1 typewriter choice is Royal—the World's No. 1 Portable! Learning to type is a *snap* with Royal . . . Royal's Easy Self Teacher is included with every Royal Portable Typewriter!



What makes Royal Portable such a stand-out? Its *convenience* features, for one thing! Features like "Magic" Margin, the *exclusive* Royal device which sets the margin with a flick of the finger! And "Touch Control," which adjusts key tension to individual speed and touch! And speedy Finger-Flow Keyboard, the *fully* standard keyboard! And many more outstanding features! Famous Quiet De Luxe model shown, \$84.50. Arrow model, \$72.50 (prices exclusive of tax).

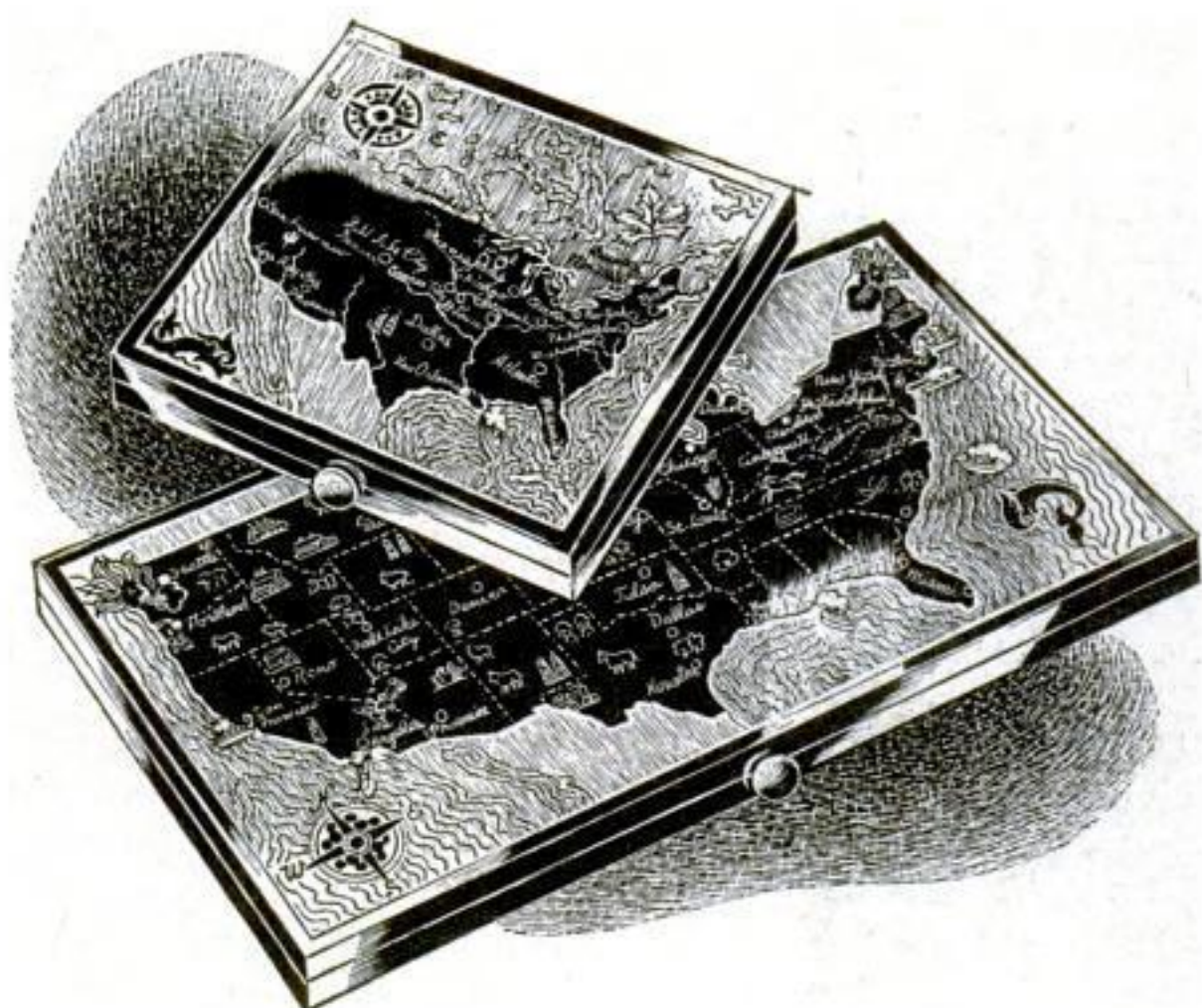


Every student deserves a Royal Portable. For Royal will help not only through high school and college years, but right through life itself! It's the best typewriter investment in anybody's young life! So take your boy or girl to your nearest Royal Portable dealer's for a demonstration of this magnificent typewriter!

ROYAL PORTABLE

The Standard Typewriter in Portable Size

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GOING PLACES . . . a clever set that maps America in rich gold and silver tones. At better stores . . . cigarette case, 6.00; powder case, 5.00. No Federal tax. **THE SET, 11.00.**

Wadsworth

POWDER CASES

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Free— send for "Powder Cases Today and Yesterday" and Wadsworth fashions as advertised in Life

CHINA CONTINUED

And winter in Manchuria is arctic. In consequence every bit of wood in the city that can be scavenged—even the doors, window frames, floors and beams of excellent buildings—is being cut up for firewood.

Changchun is held by the First Army, perhaps the best of all the Chinese government armies. It was trained, clothed and equipped in Burma and led by General Stilwell. The troops still look well enough to justify General Stilwell's faith that the Chinese soldier, when well trained, clothed, fed, equipped and led, is the equal of any fighting man in the world. But behind their gallant appearance there is little of the strength they had under American command. They have only American equipment. They have been using it ever since they fought beside our men in Burma. It is worn out. Their rifles have been used so much that they will no longer shoot straight. They have excellent American artillery but are so short of ammunition that they cannot fire a single practice shot. Their trucks are for the most part broken down, and, as we did not carry out our contract to deliver spare parts, they cannot repair them. They have not a single airplane even for reconnaissance since we did not carry out our promise to put through the Eight and One Third Air Group Program. By persuading the Chinese government to adopt American equipment and then refusing munitions, we have put these soldiers on the end of a very long limb. They have large Communist forces to east and west. Last week these Communist armies began what may be the large-scale assault the First Army has long been expecting.

The First Army's only means of communication to the south is by an appallingly bad road which has Communist troops in force a few miles to the east and west of it. They are in a situation which would cause any European or American soldier or officer to lie awake at night. They take it calmly, confident that even if they should be entirely cut off from the south they would be able to hold out until help should arrive.

Whatever the issue of battle may be, the Chinese government cannot withdraw from Manchuria and must attempt to re-enforce its troops in Manchuria at any cost. If Manchuria should be abandoned to the Communists or should fall into their hands by conquest, a course of events fatal to China would follow.

How Stalin could win

IT is not difficult to foresee that the Communists would at once proclaim the "independence" of a "People's Republic of Manchuria," or that this "republic" would soon be recognized by the "Independent People's Republic of Outer Mongolia," which is entirely controlled by the Soviet government, and that the two "independent republics" would then enter into a mutual-assistance pact. And it is not difficult to imagine that the Chinese ambassador in Moscow would then be summoned by Molotov and politely reminded that the Soviet Union has a mutual-assistance pact with the "People's Republic of Outer Mongolia." Therefore if the Chinese government should attempt by arms to regain its province of Manchuria, and Outer Mongolia should go to the assistance of the "People's Republic of Manchuria," the Soviet Union under its pact with Outer Mongolia regretfully would be obliged to use force to prevent the Chinese government from inflicting injury on the forces of Outer Mongolia. Under penalty of Soviet intervention the Chinese government would be forbidden to attempt to recover its province of Manchuria—and Stalin's work at Yalta would be crowned with final success.

He would have all Manchuria firmly in his hands. And Manchuria is the finest piece of territory in Asia. As large as France and Germany combined, containing in its valleys agricultural land as rich as any in the world, where wheat, corn, soya beans and all our northern crops grow superbly; holding great deposits of coal and iron, and even gold; having immense wealth in forests and in waterpower both developed and undeveloped; containing before the war 70% of Chinese industry but populated by only 40 million people and offering immense possibilities for further settlement of overcrowded Chinese farmers, Manchuria is vital for the future development of China.

The urgent need of the government armies in Manchuria for ammunition and spare parts to use in their American arms and equipment is one which cannot be filled in a leisurely manner. It requires immediate action. President Truman should act at once as President Roosevelt acted after Dunkirk, when the British and French were desperately short of munitions. President Roosevelt then had certain stocks of the U.S. Army declared no longer essential for use by the Army. They could then legally be sold, and vast quantities were sold to Great Britain at approximately 10¢ on

...and it's "HIRES TO YOU!"
EVERY SUNDAY—COLUMBIA NETWORK

CONTINUED ON PAGE 145



CHRISTMAS CARDS YOUR FRIENDS WILL FRAME!

French etchings



by Rust Craft

For your Christmas cards . . . full-color reproductions of beautiful French etchings . . . each one a picture lovely enough to frame. Sold by the box . . . 25 assorted cards, \$2.50. Ask for "French Etchings by Rust Craft" at better stores everywhere.

RUST CRAFT

BOSTON

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"For You Armchair Quarterbacks"

says Eddie Cantor



Pabst Blue Ribbon
"IT'S BLENDED...IT'S SPLENDID!"

33 FINE BREWS BLENDED INTO ONE GREAT BEER

Copr. 1947, Pabst Brewing Company, Milwaukee, Wis.

TUNE IN THE EDDIE CANTOR SHOW
EVERY THURSDAY NIGHT, OVER NBC

the dollar. We have hundreds of thousands of tons of such stocks today, rotting and rusting throughout the world. Such of those stocks as can be used in Manchuria should be released immediately and sold to China and their transport rushed.

President Truman can legally take this action at once. He does not need to wait for Congress to reconvene. He can act in time to keep Manchuria out of the hands of the Soviet Union. If he does not, one of the first acts of Congress when it reconvenes should be an investigation of our policies with regard to China. Such an investigation might at least fix responsibilities and reveal the names of the men in our government and Foreign Service who are incompetent to preserve the vital interests of the people of the U.S.

INFLATION NOW CRIPPLES CHINA

- Government workers cannot live on their salaries; hence many take graft
- But to raise their pay would only add to the inflation
- We can end the inflation—and the war—at small cost to ourselves

BY acting in time we can keep Manchuria out of the hands of the U.S.S.R. and thus insure China's territorial integrity. But, essential as this is, it is not enough. China must not only be preserved as a free national entity but made a healthy and strong one—a power of such stature that in time she can serve as a real counterweight to the Soviet empire in the Far East. To become strong she must have internal stability, and to achieve this she must above all have financial stability.

China today is caught in the sort of vicious circle that has become familiar to Europeans since World War I. She has been at war since 1937. The Japanese occupied nearly all her great cities, banking centers and industrial regions. The sources of such wealth as she had were in Japanese hands. Therefore she could not finance her war against the invader by sales of bonds, and she could cover only a small portion of the cost of the war by taxation. In consequence she covered her war costs by the only method open to her—the issuance of paper currency.

This means that China's war was in reality financed at the cost of the middle class and by reduction of the standard of living of such fixed-income groups as schoolteachers, college professors, government employes, both civil and military, and all who live on the income produced by securities bearing a fixed rate of interest. The cost of living today expressed in Chinese dollars is approximately 30,000 times what it was in 1936, before Japan attacked China. The middle class is ruined.

In an effort to keep down expenditures for war purposes, the government has kept down the pay of its soldiers and officers. A private has been receiving in pay the Chinese equivalent of \$1.50 a month. A major general receives the equivalent of \$17 a month. For purposes of raising morale, as well as other reasons, pay in the army should be quadrupled. But there are more than four million officers and men on the rolls of the army, and a quadrupling of pay would add such a sum to government expenditures, which could be covered only by printing more paper money, that the present steady rise in the cost of living would be accelerated.

The salaries of all government employes from cabinet members to tax collectors are held down to fantastically low levels. In a time of great national peril it is proper to demand vast sacrifices of all who serve the government either as civilians or military men. But the underpayment of government employes in China has passed the limits of human endurance and is producing disastrous results. Soldiers who are grossly underpaid and hear from their families stories of increasing poverty have their morale deeply affected. Officers who cannot possibly support their wives and children on their salaries, if they are men of strong character and patriotism, sell all they possess to keep their families alive, and when they no longer have any possessions to sell, must either see their children starve or use their power as officers to graft or commit suicide. There have been many who have preferred suicide to dishonor, but many have turned to graft.

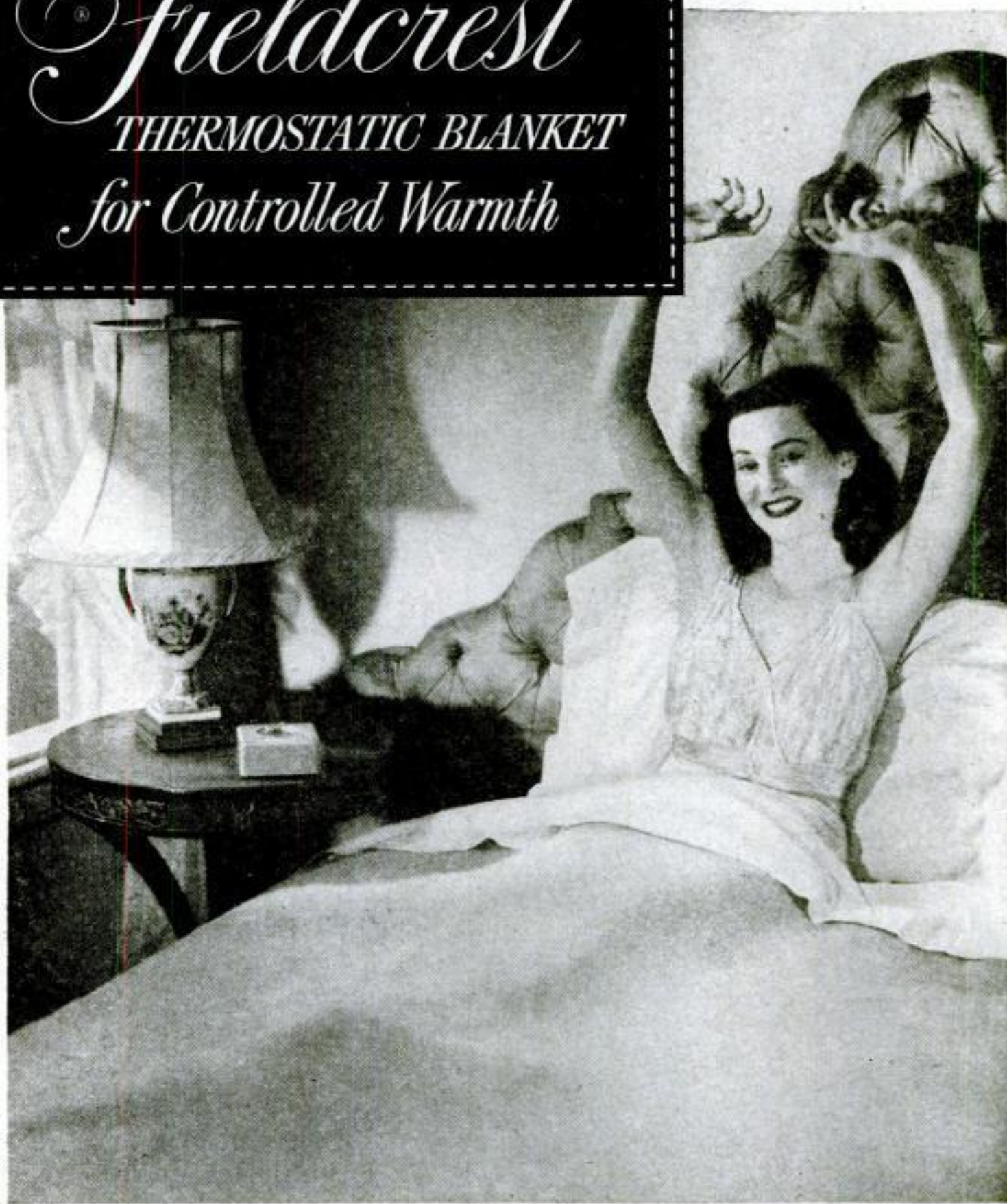
In the army, graft takes many forms. The simplest is the padding of pay and ration rolls. The Chinese customs service, which before 1937 was one of the most efficient and honest in the world, is now riddled with graft. It still contains many honest men, but the majority expect "squeeze." Tax collectors of all sorts graft. An

CONTINUED ON NEXT PAGE

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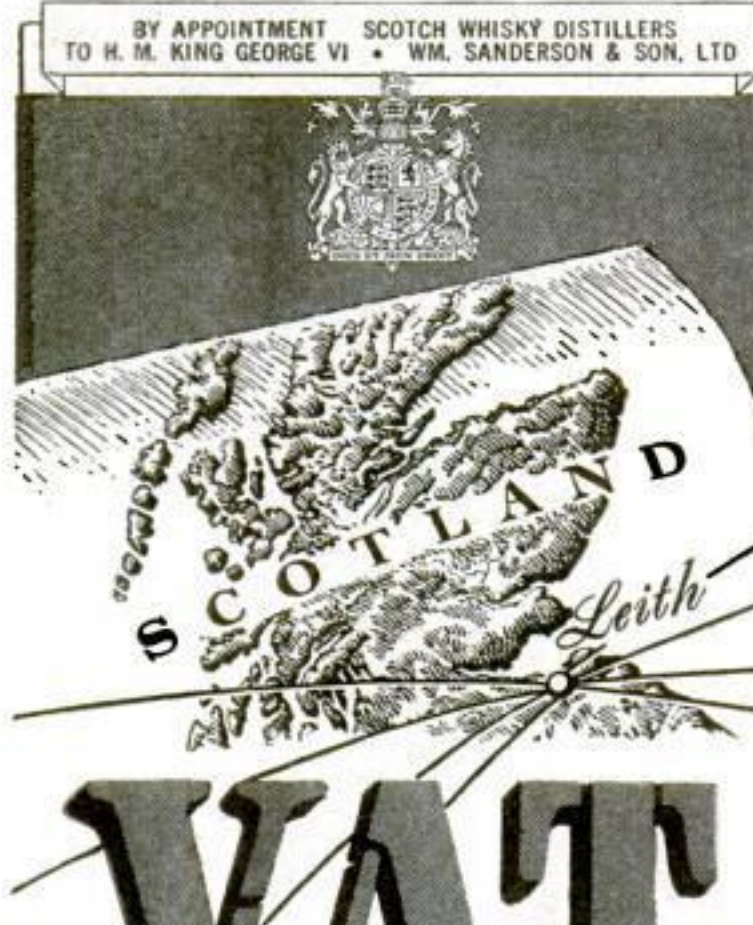
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UPENDED RAILROAD TRACKS left behind by Communists are replaced by Nationalist soldiers after the recapture of section of line north of Kaifeng.

CHINA CONTINUED

honest Chinese businessman who owes \$10,000 to the government in taxes can declare and pay that sum only at his peril. The tax collector insists on his graft. He will settle for \$5,000 for himself and \$2,500 for the government. But if the businessman refuses him the graft he will report that the businessman is keeping fraudulent books and that in reality he owes \$30,000. The Chinese judges have for the most part endured their sufferings and kept their honor clean. But there are grafting judges also. No item is too small to carry its tiny burden of graft. High-school and college diplomas in China must be registered. The registrars invent all sorts of excuses not to register them until they get their little "squeeze."

Most of these men graft to live, and there is no possible way to stop this sort of graft until all government employes, military and civilian, receive a living wage. But raising of government salaries will increase the inflation, inflation will raise the cost of living, the rising cost of living will quickly absorb the raises in salaries, graft will start again—nobody will be better off. How can China break this vicious circle?

There is only one ultimate answer to that question: finish the war. But how can victory be achieved if the vicious circle in which China is caught prevents the war from being fought effectively?

This is where the U.S. comes in. We can break the vicious circle at several points and at a cost to ourselves which will be small compared to the advantages to be gained for our own security.

The most astonishing facts to be found in China today are not in the realms of war or politics but in the field of finance. Chinese government expenditures, when translated into U.S. dollars at the prevailing rate of exchange, are on a Lilliputian scale. To govern the 450 million Chinese in a territory one third larger than the U.S. and to carry all the expenses of the war, the Chinese government now spends approximately the same sum annually as the municipal government of New York City.

It is a fact that the total government expenditures for the year 1947, at the present rate of exchange, will amount to approximately one billion dollars. It is a fact that all the trillions of Chinese government currency outstanding could theoretically be bought, at the present rate of exchange, for only \$250 million.

These figures are of the first importance for only one reason—they prove that the problem of giving effective aid to China is within dimensions that we can handle. We can break the vicious circle of Chinese inflation without coming anywhere near breaking ourselves.

Before we go further into the question of aid to the Chinese government let us remember that wars are won not by arms alone but by fighting spirit, by patriotism and great political leadership. What of political leadership in China today? Has it the qualities necessary to lift the tired, hungry nation to new heights of self-sacrifice?

The same men who led China during the period of great progress from 1928 to 1937 and through the heroic years of the war against Japan are still the leaders of China. Few question the honesty of the cabinet members or their patriotism and good intentions or the first-rate ability of some of them—like the minister of communications, General Yu Ta-wei. But criticism of the government is universal. Why?

In no country in the world is disillusionment greater than in China. The Chinese people thought that when the Japanese in-

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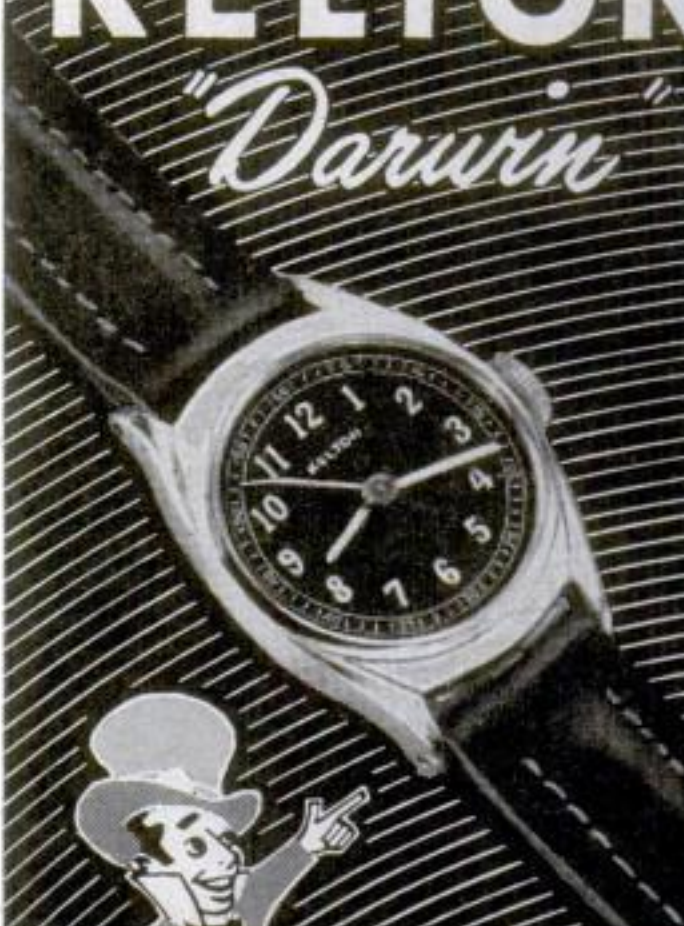
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CONTINUED ON PAGE 148

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MUTILATED PLANES were sold by U.S. to Chinese government for spare-parts salvage in 1946. Tails were cut off to prevent B-25s' use in civil war.

CHINA CONTINUED

vaders were driven out they would have peace. They had no idea that the defeat of Japan would be followed immediately by an attempt of the Soviet Union to use the Chinese Communists to destroy their independence and enslave them. At the time of the Japanese attack in 1937, the Chinese Communists had seemed a negligible band of brigands in a section of the poor province of Shensi. At that time, indeed, the Communist army consisted of only 30,000 men.

But the Communists turned out to be the great profiteers of the war against Japan. While the government troops were fighting the Japanese they recruited their forces, and on Aug. 15, 1945, when the Japanese surrendered, they had approximately 300,000 guerrillas under arms in North China. There was not a single armed Chinese Communist in Manchuria. But the Soviet government, which occupied Manchuria when the Japanese surrendered, began to rush Chinese Communists into Manchuria and to arm them with surrendered Japanese arms. In Manchuria they recruited not only local peasants but also Koreans, and their strength there is now close to 350,000. Scattered throughout North China they have now perhaps 400,000 men organized in small armies and guerrilla bands.

Today the tired Chinese people, who expected peace, have war, heavy taxes, rising costs of living and death. They want peace. And they blame the government because they do not have peace. It is the habit of all peoples after great wars to turn in disillusionment against their war leaders—the ejection of Winston Churchill and Charles de Gaulle are recent cases in point. And it is obvious that no Chinese government could be popular under present circumstances. Graft and inefficiency in the administrative services increase the government's unpopularity. But aside from the Communists and fellow travelers, even the Chinese who are most critical of the government do not speak ill of Generalissimo Chiang Kai-shek personally. They admit that his services to China have been greater than those of any man in modern times except Dr. Sun Yat-sen. They admit his complete personal honesty and devotion to his country's welfare. But they say that he is no longer well informed and does not know what is going on in the country, that he listens too much to old friends who helped him 20 years ago, that he has held supreme power so long that no one any longer dares to talk frankly to him, that he is too set in his ways to change either his policies or his intimate advisers, that he cannot, therefore, meet the terrible new problems which confront China today. But to the question, "By whom should he be replaced?" the answer invariably is, "There is no one to replace him."

A program of reform for China

THOSE patriotic Chinese who feel the Generalissimo is not doing all he can to meet the present problems of China wish he would do the following things which compose a rational program of reform:

1. Retire half the generals and a third of the other officers of the army—this being the number they consider incompetent or corrupt or both.
2. Cut the rolls of the army to one half; first, by removing all

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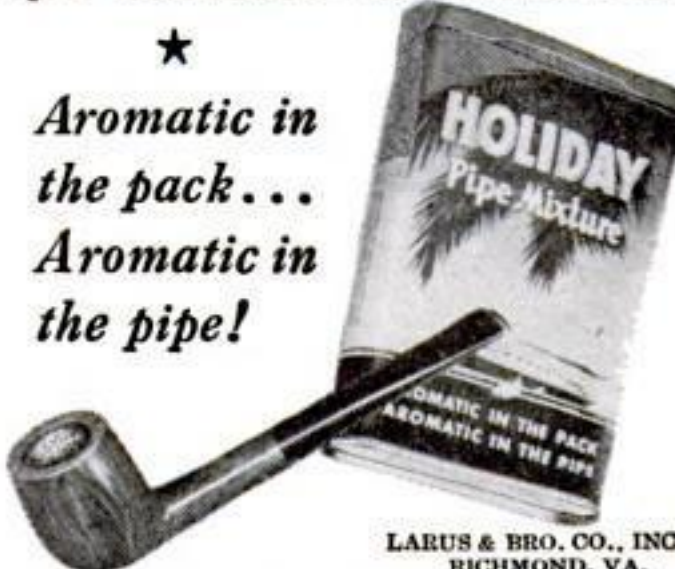
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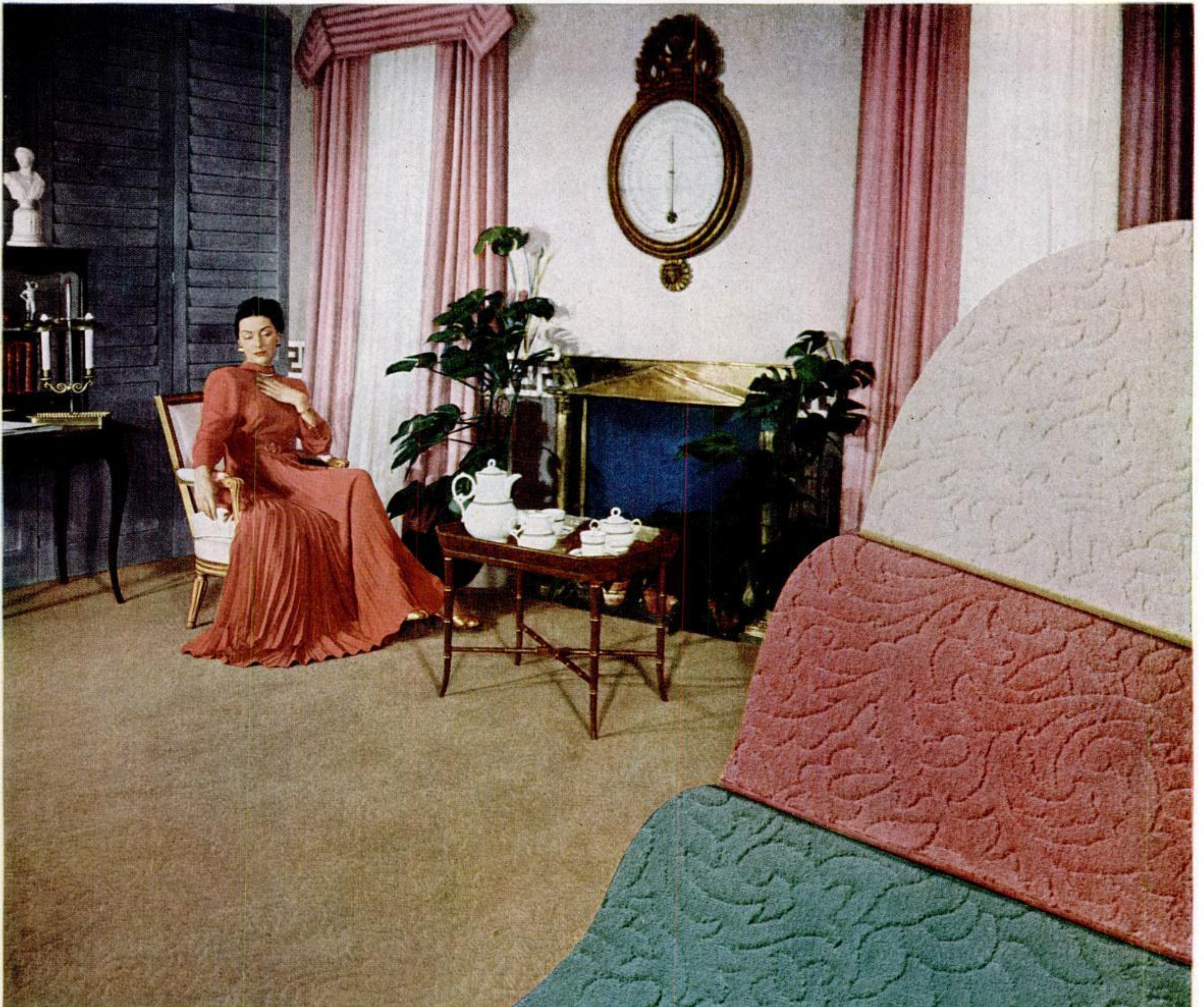
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nonexistent troops from the rolls; second, by disbanding units of the lowest quality.

3. Quadruple the pay of those officers and men who remain in the army and double their rations.

4. Punish severely all officers and men who, after having been given a living wage, graft.

5. Cut out all duplicate and useless government departments and agencies and dismiss all unnecessary government employees. It is estimated that this might reduce the government's civilian payroll by one third.

6. Raise to a living wage the pay of those who remain, then punish severely all who graft.

7. Stop putting the government into industry and business, government ownership being followed inevitably by nepotism, inefficiency and graft. Sell to the highest bidder those industries now under government ownership and genuinely encourage private enterprise.

8. Welcome foreign capital, in acts as well as words.

9. Decentralize the government, reducing military forces and military authority in the whole area south of the Yangtze to the absolute minimum consistent with national safety, returning authority to the civilian provincial governors and permitting the provincial governments to receive directly at least 25% of the land tax and to make decisions with regard to provincial projects.

10. Reform the land tax and all other taxes and demand absolute honesty from tax collectors, under the severest penalties.

11. Hire foreign specialists to direct the reform of taxation, the collection of taxes, the revamping of financial policy and the reconstruction of Chinese industry.

12. Compel all Chinese who have funds in foreign currencies or gold to deliver them to the government, and jail rich men who evade this measure or evade the full payment of their taxes.

13. Apply the draft law to the sons of the rich and influential as rigorously as to the peasants.

14. Eliminate the draft exemption of students, and draft immediately all those students who are working on the side of the enemy in the present war—the Communists and fellow travelers who comprise about 5% of the student body—and put them through a course of re-education before sending them to the front. Permit patriotic students to make as many critical speeches and organize as many demonstrations as they wish.

15. Use Manchurians, as far as possible, in the administration of Manchuria.

16. Publish the exact facts about the Russian Red Army in Manchuria, its rapings and pillagings, publication of which, in fear of Russia, has been forbidden. Also publish the abundant evidence of the subservience of the Chinese Communists to Moscow.

17. Publish facts on smuggling from Hong Kong into China, which is greatly reducing customs revenues.

18. Go through with the nationwide October and December elections, and, when the democratic constitution is in full force, end in reality as well as name the period of "tutelage" by the Kuomintang inaugurated by Dr. Sun Yat-sen in 1924.

A program of this sort would unquestionably be popular throughout China, and with some American assistance it can be carried out.

THE COST OF SAVING CHINA

► \$600,000,000 for credits

► \$150,000,000 for a monetary fund

► \$600,000,000 for military aid

This total of \$1,350,000,000 is a small price to pay to keep China from falling to the Russians.

THE new democratic constitution of the Republic of China, which was adopted by the National Assembly on Dec. 25, 1946, will enter into force on Christmas Day this year. The Kuomintang, the government party, undoubtedly will win a majority of the votes, and Generalissimo Chiang Kai-Shek will be re-elected president of the Republic of China. There will, therefore, be no break in the continuity of government and the U.S. government can begin today to concert with the Generalissimo plans to finish the war and to get China started again on the road to peaceful modernization of her ancient civilization. How shall we proceed? Neither Chinese internal reforms without American aid nor American aid without Chinese internal reforms can solve the problem of protecting the

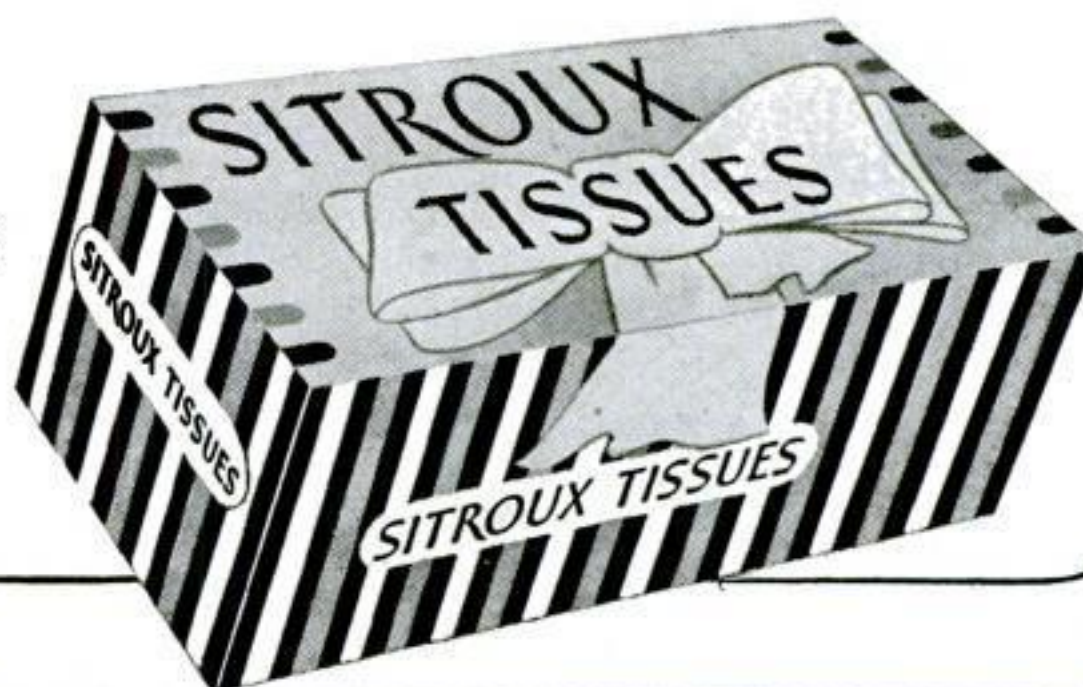
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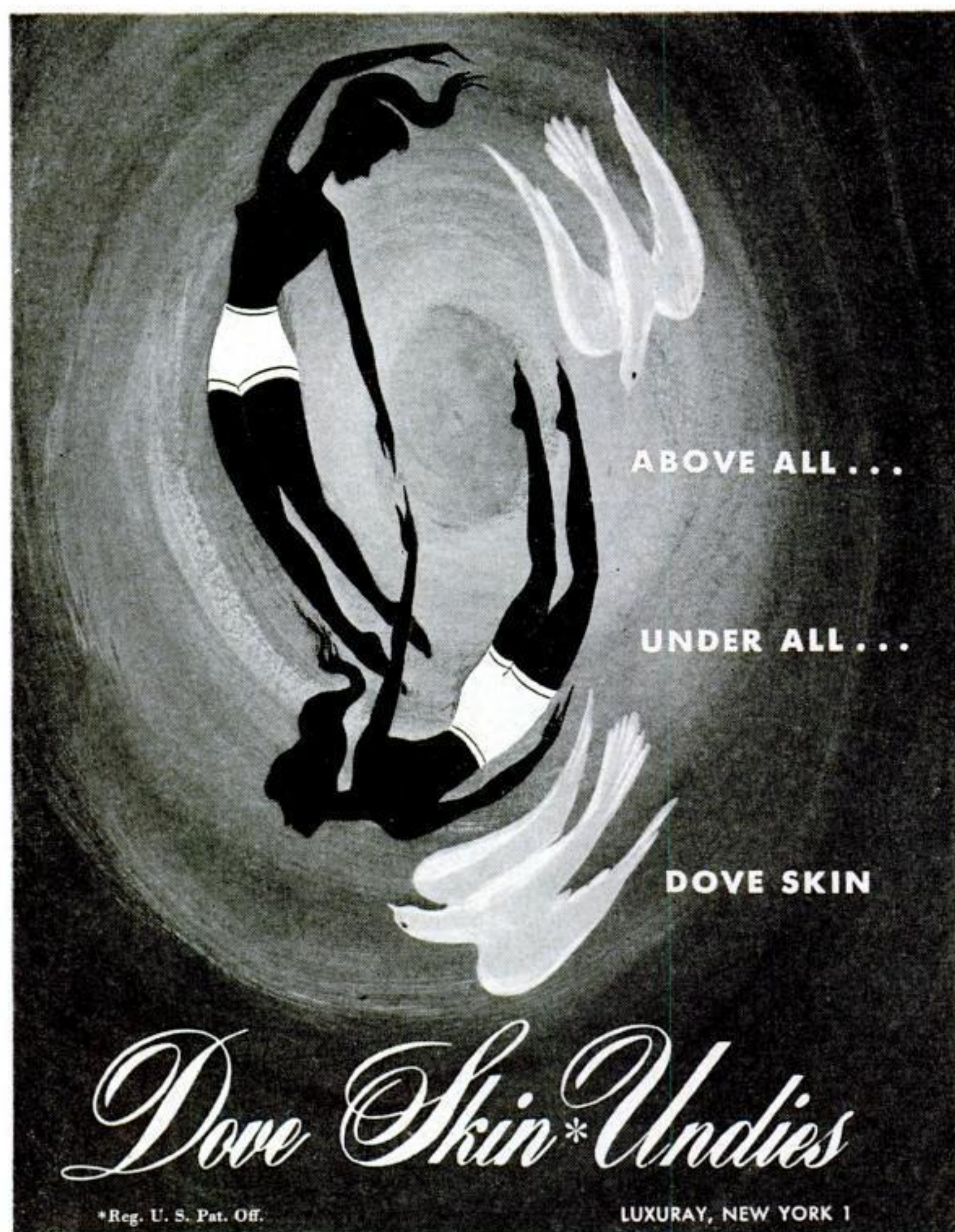
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CHINA CONTINUED

vital interest of the U.S.—and the very life of China. Simultaneously the U.S. and Chinese governments, hand in hand, must attack the problem.

It must be attacked at once on three fronts: 1) economic and financial, 2) military, 3) political. Since the essence of the problem is the ejection of every armed Communist from the soil of China, an intelligent project can be prepared only on the basis of an estimate of the time it will take to win the war. American military experts believe that this may take as long as three years. The Chinese are more optimistic. But let us accept the American estimate and try to sketch a Three Year Plan and estimate its cost.

During the next three years China will need to import large quantities of American cotton, tobacco, wheat, oil, gasoline and many manufactured articles.

The sums she will need to spend for this purpose will far exceed the amount of foreign exchange she will acquire by exports and remittances from her emigrants throughout the world. She will therefore need credits for the purchase of food, raw materials and manufactured articles. *The highest figure for such necessary credits given by American and Chinese economic experts is \$250 million a year—a tiny fraction of what is said to be Europe's requirements.* Let us scale that down to \$200 million and budget for our total Three Year Plan \$600 million of credits for purchases in the U.S. from this autumn to the autumn of 1950.

The sale in China of the food, raw materials and manufactured articles thus acquired would help to retard inflation. After cutting the numbers of the army and the civilian employees, it might be possible to quadruple the pay of all remaining government servants, civilian and military—which is essential for the elimination of graft—without producing a rise in the inflation. Since the task of preventing Stalin from taking over China must be a joint task of the U.S. and Chinese governments, there is no reason why the use of such credits should not be jointly controlled.

It is clear that unless the U.S. government acts rapidly the inflation will soon assume runaway proportions. To control the inflation China needs now a portion of the credits we have envisaged, perhaps \$75 million. The remainder of the \$200 million for the first year of our Three Year Plan can await action by the Congress; but either from the U.S. foreign relief program or the Export-Import Bank or some other source, this \$75 million must be obtained in the next 30 days.

To combat inflation for the duration of our Three Year Plan, to curb speculators against the Chinese dollar and to maintain China's international balance of payments, another fund will be required. All use of such a fund should require the countersignature of a representative of the U.S. government, and it should not be set up until certain corrupt practices are stopped. Let us assume that the Chinese government will act rapidly and effectively against the speculators and budget a \$150 million exchange-stabilization fund for our total Three Year Plan.

Let us now turn to the military side of the problem, remembering that it is absolutely essential that the President should release immediately certain stocks of munitions and have them rushed to the government troops in Manchuria. This cannot be delayed, or by next spring we shall find Manchuria a Soviet satellite.

According to the estimates of the ablest American and Chinese military men, to drive out of Manchuria the 350,000 Communists will require the training and equipment in the American manner of 10 new divisions. Furthermore, an efficient service of supply from the point of origin of the supplies to the front is essential. The great Manchurian port of Dairen cannot be used because by the Yalta Agreement it is now occupied by Soviet forces. Port improvements in Hulutao and Chinwangtao and the rehabilitation of at least one railroad will therefore be necessary. Until all graft shall have been eliminated from the Chinese army, it would be wasteful to turn over American supplies to a Chinese service of supply. No American can take responsibility for commanding the Chinese army, but American military men can and should run the service of supply in Manchuria.

In North China, where the Communists hold no large cities and are essentially raiders, the problem is one of cornering and capturing guerrillas. For this purpose light-armed, fast-moving troops are needed, equipped with jeeps, half-tracks, light trucks, small arms, machine guns and 75s. The estimates of the ablest American and Chinese officers who have studied this problem indicate that 20 divisions of such troops should be able to clean up North China.

An air force, even of the smallest dimensions, would greatly facilitate operations in both North China and Manchuria. We have thousands of planes and millions of spare parts which are obsolete in terms of our air force but first-rate material for the

CONTINUED ON PAGE 154



Unlike father, unlike son

Here's a son who's going to have a hard time *looking up* to his father.

But Dad doesn't mind. He's proud of the boy — and of his adopted country that put the extra inches on those sturdy legs.

The added height (and better physical development) of most American-born children over their foreign-born parents is a story of better living conditions, better medical care and *better food*.

It's a story of more food and more kinds of food. Of an ever-increasing tendency to trade old notions about food for new facts. And especially of a widespread knowledge that fruit, vegetables, milk, cheese and butter, as

well as bread, meat and potatoes, help build sound bodies and alert minds.

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CHINA CONTINUED

Chinese air force. To release this material and turn it over to the Chinese would cost us nothing but a bookkeeping entry.

It is obvious that the total cost to the U.S. of the military element in the Three Year Plan we have sketched will depend in large measure on the bookkeeping. If we choose to charge the Chinese 5¢ or 10¢ on the dollar for munitions and estimate the total cost of aid in the military field on that basis, the total costs will be low. But there will be real costs for transportation, oil, gasoline, food and the services of Americans to run the service of supply as well as to advise on training and operations. Until a complete plan is drawn up, no estimate, even approximate, can be made. But if we release the necessary munitions it seems unlikely that the costs could be more than \$200 million a year—\$600 million for the whole Three Year Plan.

If we add to that figure the \$600 million envisaged for credits and the \$150 million for a monetary fund, we reach a total for the Three Year Plan of \$1,350 million—\$450 million a year for the next three years. As a price for preventing Stalin from taking over China and organizing its resources and manpower for war against us, the figure is not high.

But all this aid will be ineffective unless the Chinese can revitalize their political life, arouse a new spirit in the country and raise morale in the army. Can we help them to do that, or will suggestions from us be considered impertinent? They will not be considered impertinent if they are made by the right man in the right way. Too many Americans, clothed with a little brief authority, when they go to China confuse the might, majesty, power and dominion of the U.S. with their own personalities and talk down to Chinese who, in truth as men, are their superiors. In the pages of history Generalissimo Chiang Kai-shek bulks larger than any living American. He and Winston Churchill will be remembered together as leaders who had the courage and will to rally their countries in their darkest hours. To protect a vital interest of the U.S. and to defend the very life of China, the closest cooperation between Americans and Chinese is essential. What American has the military knowledge, political skill and personal magnitude to organize such cooperation?

We have in the Far East today a general of supreme stature who possesses all those qualities. If President Truman were to ask General MacArthur to add to his present duties and powers the title of Personal Representative of the President with the rank of Ambassador and to fly to China to organize with the Generalissimo a joint plan to prevent subjugation of China by the Soviet Union, the whole Far Eastern horizon would brighten with hope. The general would not have to abandon his work in Japan. He could divide his time between Tokyo and Nanking. His military, economic and political proposals might well be those outlined in this report. He could establish rapidly with the Generalissimo the relations of two comrades in a front-line trench. They would work together as brothers for their common cause.

The cause is a common cause. If China falls into the hands of Stalin, all Asia, including Japan, sooner or later will fall into his hands. The manpower and resources of Asia will be mobilized against us. The independence of the U.S. will not live a generation longer than the independence of China.



THE MAN WHO CAN HELP CHINA in her struggle, says Bullitt, is General Douglas MacArthur. He alone of Americans has the knowledge and position to assist Generalissimo Chiang Kai-shek as Representative of the U.S. President.



Does your radio fade out on your favorite comedian? What your set needs is a thorough check-up by your local radio service dealer. A *swell fellow*, he does a swell job at a fair price! He relies on Sylvania testing equipment and Sylvania radio tubes. The reason? He knows that only the best material can assure you of continuous radio enjoyment.



**SYLVANIA
RADIO
TUBES**
Product of Sylvania
Electric Products Inc.



**FASTER relief from
PAIN**

New SLOAN'S BALM
relieves the agonizing aches
of Rheumatism, Neuralgia
and Sore Muscles

This amazing new formula brings speedy relief to agonizing aches, pains and twinges! New SLOAN'S BALM acts *faster*... penetrates *deeper*... brings *longer-lasting* relief. Has a clean, pleasing scent. Just pat it on. Get a tube today—only 75¢ at all druggists.



SLOAN'S INSTANT BALM
SLOAN'S—Famous Name in Pain Relief

YOU CAN'T SHAVE WITH PRINTER'S INK

Why be confused by all the shaving claims when you can try a Schick Electric Shaver for 10 days—see for yourself that it's the slickest, handiest, easiest shaving instrument ever—and get every penny of your money back if you're not satisfied!

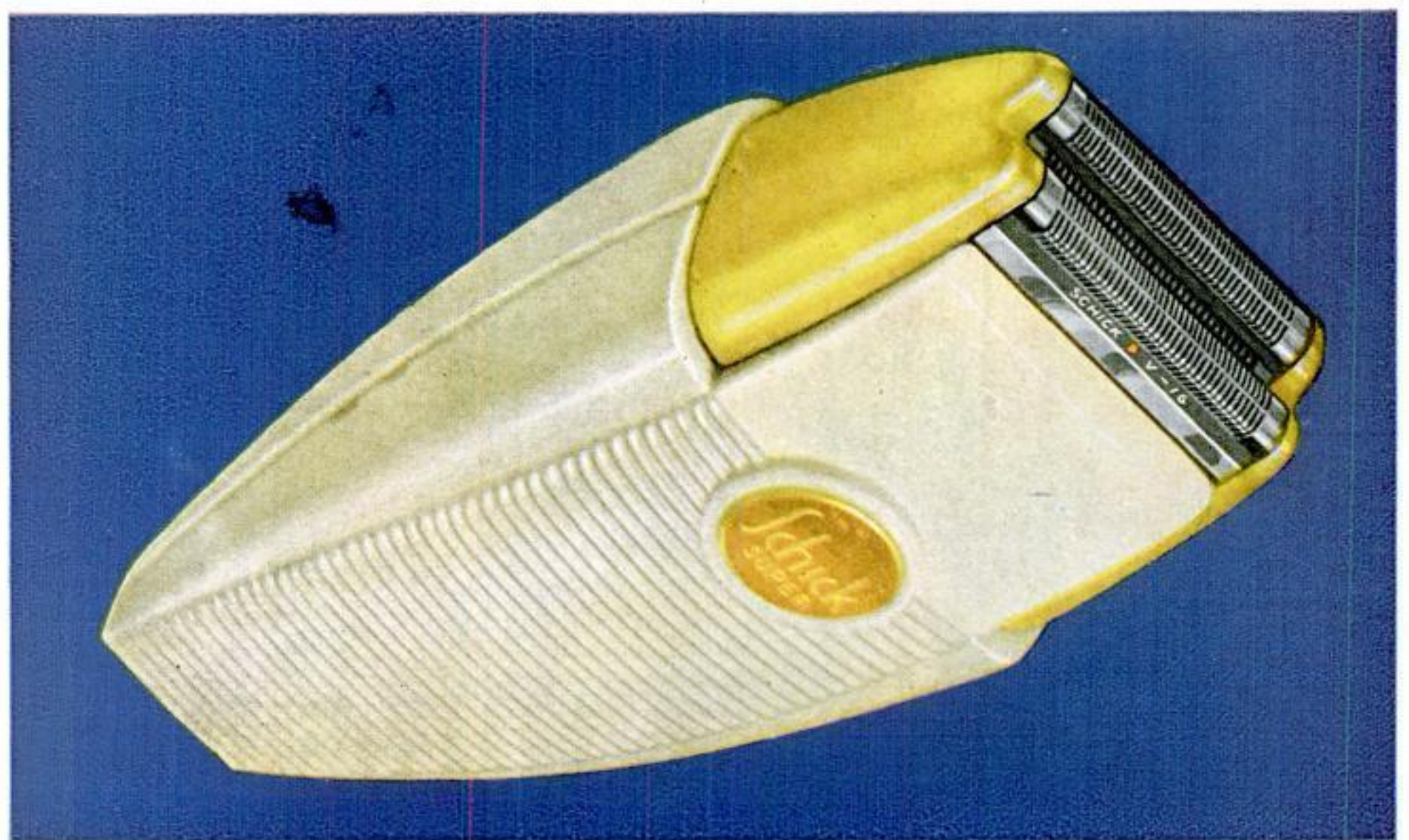
We can shout to the heavens that this Schick Super won't nick, burn, pull or scrape.

We can label it in big type as the slickest, quickest, most convenient shaving instrument yet produced.

We can even point out that you can *keep your shirt on*—and still get a fast, clean, close shave with the Schick Super.

All that's true—but *what does it prove?*

Only your own face can tell you which is the best way to shave—for you.



10-DAY TRIAL BUY—Here's the Schick Super we're talking about. Tidy, neat, compact, with two close-cropping, non-nicking, fast-working heads that give you double shaving action on every stroke. Complete in handsome traveling case, ready to plug into any socket, AC or DC, at \$18.00. Buy one—try it for 10 days—and if it's not the finest way to shave you ever found, *return it and get your money back in full.* Or—trial-buy the famous Schick Colonel for only \$15.00.

So we say this: Buy this Schick Super on our word—backed by 17 years of experience—that it's the finest shaving instrument to be had.

Test it for 10 days—check its speed, its closeness, its ease of handling, its two-way shaving action, its freedom from muss, fuss, nicks, pull and other shaving bothers.

Then—if you don't agree that Schick Super tops any other way of shaving—take it back

where you got it and your money will be refunded!

A fair deal? We think it's the only way to avoid spending a lot of money on shaving methods that may or may not be satisfactory.

Why not take us up on it—by seeing your Schick Shaver dealer this very day?

SCHICK INCORPORATED, STAMFORD, CONN.

FOR COMPLETE CONVENIENCE THE SCHICK SHAVEREST

Handy automatic wall-holder, handsome in any bathroom. Fits any Schick ever built (Colonel shown here). Holds it safe, fingertip handy next to mirror. Stops current automatically. Zips up the cord. \$7.95



Shaverest—Trademark Schick, Inc.

SCHICK *Electric* **SHAVES**
and SHAVEREST

For the

King of Whisky Sours...



From Kentucky

BROWN-FORMAN DISTILLERS CORPORATION • At Louisville in Kentucky

Blended whisky. The straight whiskies in this product are 57 months or more old. 35% straight whiskies. 65% grain neutral spirits. 86 proof.

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DRESSED AS PETER PAN, THE ROLE MADE FAMOUS BY THE GREAT MAUDE ADAMS, GERALDINE BROOKS POSES IN THE PART SHE WOULD MOST LIKE TO PLAY

GERALDINE BROOKS

The man who costumes Broadway
sends his daughter to Hollywood

As the daughter of the president of Brooks, the New York theatrical costumers who have clothed almost every lavish Broadway production from the *Ziegfeld Follies* to *Finian's Rainbow*, Geraldine Brooks is used to dressing up. Now 21 and one of Hollywood's most promising young ingenues, Geraldine likes to rummage through the Warner Bros. studio wardrobe and try on costumes of the parts she someday hopes to play. Before Hollywood, Geraldine acted in summer stock, gave an

imitation of Katharine Hepburn in *Follow the Girls* and played a lead in a Theatre Guild production of *The Winter's Tale*. Vivacious and petite (she weighs 98 pounds), she was then picked up by Hollywood, where she has played nothing but heavy parts: Joan Crawford's sullen stepdaughter in *Possessed* and Errol Flynn's suicidal niece in *Cry Wolf*. Miss Brooks acquitted herself well in both heavy roles. But left to herself, she would rather play Shakespeare or Peter Pan (above).

"Guess what I learned from my hairdresser"



It's a fact that skilled hairdressers (master barbers, too) use and recommend ACE hard rubber combs.

For grooming perfection, skilled hair stylists prefer Ace Hard Rubber Combs! In Ace Comb's supple strength they find the control that makes beautiful hair even more beautiful.

At home, an Ace will help you and your family achieve that "finished" look, too. You can count on Ace Hard Rubber durability that keeps teeth evenly spaced ...on Ace Hard Rubber smoothness that can never tear hair. Join the millions who insist on genuine Ace Hard Rubber Combs for safe, perfect hair grooming.



Choose the Ace Combs your family prefers from many sizes and styles displayed in this cabinet. Look for it at your favorite drug or department store.

ACE
HARD RUBBER
Combs
A Quality Product of
AMERICAN HARD RUBBER COMPANY

Geraldine Brooks CONTINUED



AT WARNER BROS. Geraldine looks over Cinderella costume in the wardrobe room. Warner's has 6,500 costumes, but Geraldine's father has 100,000.



ON BEACH at Santa Monica, Geraldine puts on abbreviated costume and gives her version of Isadora Duncan. Geraldine started dancing at the age of 2.

Your Shoes are Showing!



Embarrassing, isn't it?

YOU NEED **SHINOLA**



- 1 Neat-looking shoes are an important part of good grooming.
- 2 Shinola's scientific combination of oily waxes helps keep shoes flexible—and new-looking longer.
- 3 Shinola is easy to apply and economical to buy. You'll find IT PAYS TO KEEP 'EM SHINING WITH SHINOLA.

In Canada It's 2-in-1

Treat Yourself to...



the candy your grandmother loved



A.N.O.I.
TRADE MARK REG. U.S. PAT. OFF.

GOODNESS
PURITY
FLAVOR

For over 72 years

"WONDERFUL COFFEE! WHAT KIND IS IT?"



"It's Nescafé*, of course!"

When you serve Nescafé, you're serving the most delicious cup of coffee in the world—better coffee than you can make any other way! Guests will sing its praises, your family will want it for their regular every-meal coffee. With Nescafé you get *all* the full, rich flavor, *all* the lift of the finest coffee instantly!

Here's the secret: Only Nescafé has a secret, patented way to brew *extra-flavored* coffee from the choicest coffees and to *seal* in the flavor! Yes, in making Nescafé we brew fine, *pure* coffee, add carbohydrates to seal in the flavor, then powder it for your convenience. The flavor *stays* true and fresh until the instant *you* release it in the cup!

No fuss, no wait, no messy grounds, no pots to clean! And there's no waste either, because you make only the number of cups you serve. You just put a teaspoonful of Nescafé in a cup and add hot water. That's all! Instantly you have the most delicious coffee you ever tasted. Economical, too—costs you only about 1¢ a cup!

That's why more people drink NESCAFÉ than any other instant coffee!



THE **FLAVOR** CAN'T BE MATCHED BECAUSE
ONLY NESCAFÉ HAS THE **SECRET**

*Nescafé (pronounced NES-CAFAY) is the exclusive registered trade-mark of Nestlé's Milk Products, Inc. to designate its soluble coffee product. It is composed of equal parts of pure soluble coffee and added carbohydrates (dextrins, maltose and dextrose) added solely to protect the flavor.

TUNE IN The Paul Whiteman Club—3:30 to 4:30 P. M. Eastern Time



Monday through Friday over your local ABC station.



ON AN OBSERVATION FLATCAR members of the party sip drinks as the train rolls through the Maryland countryside. The top-hatted gentlemen (*l. to r.*) are Author

Lucius Beebe, Editor Sherman Baker and Beebe's collaborator, Charles Clegg. Hatless in foreground is O. H. Nance, president of the Maryland and Pennsylvania Railroad.



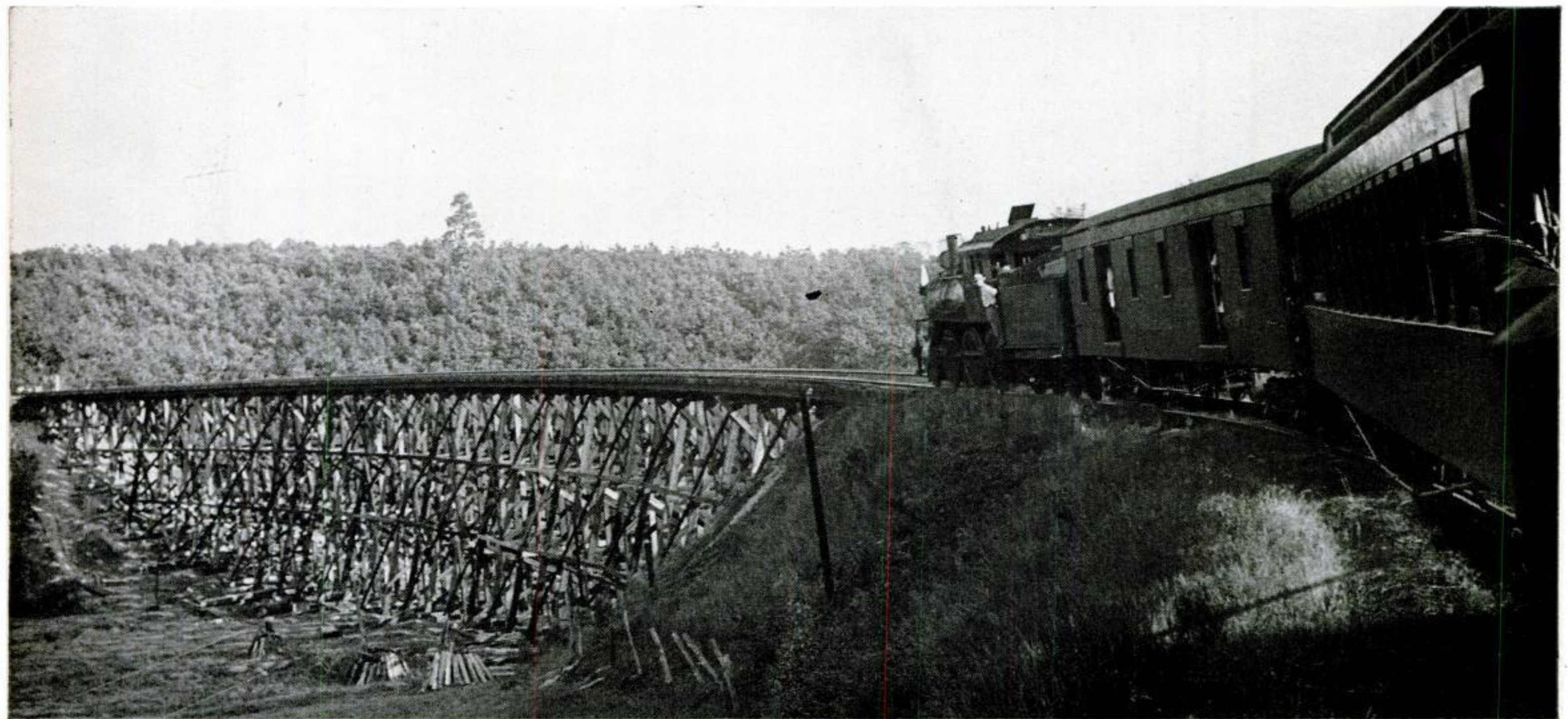
WAITERS ARRIVE BEARING A PUNCH BOWL, CAVIAR AND CHAFING DISH

Life Goes to a Party on the "Ma and Pa" Railroad Friends of Lucius Beebe take a nostalgic ride

Running between Baltimore and York, Pa. is the single-track Maryland and Pennsylvania Railroad, affectionately known among the dairy communities it serves as the "Ma and Pa." Last month the venerable line, which has been carrying prosaic loads of passengers and freight since 1901, hauled a strange cargo. This consisted of the short-line railroad's best friend and chronicler, Lucius Beebe, Photographer Charles Clegg and some friends, who celebrated publication of Beebe's new book on railroads, *Mixed Train Daily* (E. P. Dutton; \$12.75). For the party Beebe who is a well-known columnist and gourmet hired a 1901 locomotive, baggage car, flatcar and caboose, furnished it with potted palms, jeroboams of champagne, caviar and squab stew. While the antique train chuffed across the Maryland hills, guests tried to recapture the bone-rattling atmosphere of a bygone era. But after a long, sooty day most of them were glad to ride home in modern, air-conditioned coaches.



LUCIUS BEEBE, DECKED IN TOP HAT AND FROCK COAT, SAMPLES A GOBLET OF CHAMPAGNE



SHARON TRESTLE, shown being approached from the south by the special party train, is one of 114 bridges and trestles on the 77-mile Ma and Pa Railroad. Built about

50 years ago, it is considered one of the finest remaining examples of wooden trestlework in the East. The Ma and Pa runs six scheduled trains a day over its 450-foot span.



**DOUBLE
ACTION**

PENNZOIL
MOTOR OIL

**FLOWS FAST
STAYS TOUGH!**

Change to genuine
Pennzoil for winter.
Sound your "Z" at this
sign of better dealers
from coast to coast.



*Registered Trade Mark Member Penn Grade Crude Oil Ass'n, Permit No. 2

**Tough-film PENNZOIL* gives all engines
an extra margin of safety**

"Ma and Pa" Railroad CONTINUED



CROSSING THE FLATCAR is difficult when the train is under way. Here a guest tries to negotiate the swaying, rickety platform without spilling drinks.



AS TRAIN PICKS UP SPEED and rattles down the Ma and Pa's winding roadbed, Guest Howard Cagle has to clutch the side rails to keep on his feet.



PROPER BALANCE is easily kept, however, by Old Railroader Beebe as he crosses, only mindful of steadying his black topper against the cindery breeze.

**CLEANLINESS,
THAT IS!**



That's what every good home-keeper expects when she cleans the toilet bowl. But why not be certain? Let Sani-Flush do the cleaning. Sani-Flush also disinfects—assures you of true toilet bowl cleanliness. Its fast, thorough chemical action removes all trace of stain and film, leaving odorless freshness. No scrubbing. Just sprinkle Sani-Flush.

Will not injure septic tank action. Effective in hard or soft water. Sold everywhere. Two economical sizes.

Sani-Flush

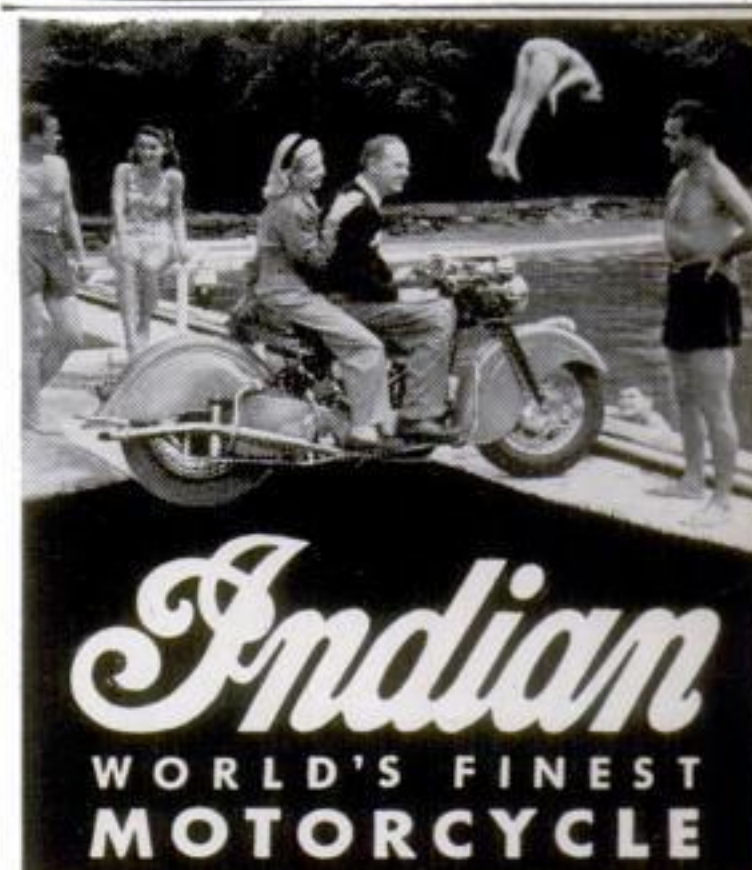
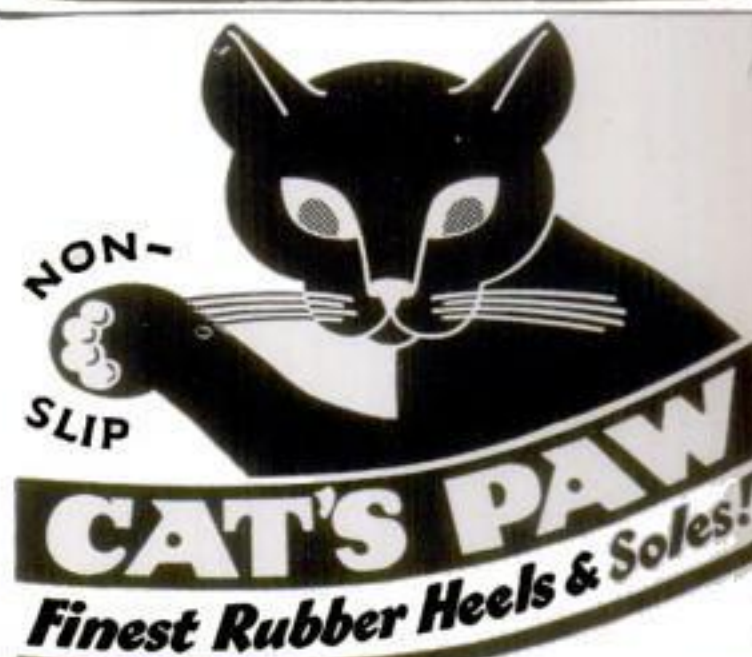
USE
TWICE
WEEKLY

Guaranteed by
Good Housekeeping
is effective on
any toilet bowl



IF YOU HAVE A SEPTIC TANK

You'll be interested in a free, scientific report that proves Sani-Flush will not injure septic tanks or hinder their action when used to clean toilet bowls. Address The Hygienic Products Co., Dept. 217, Canton 2, Ohio.



Send for FREE ILLUSTRATED MAGAZINE, "Indian News"
• • • DEALER INQUIRIES INVITED • • •
Dept. 6L, Indian Motorcycle Co., Springfield 9, Mass.

CONTINUED ON PAGE 164

Dependable

CHAMPION

AMERICA'S FAVORITE SPARK PLUG



The school bus is symbolic of a whole new generation which has never known the necessity for trudging weary miles to school. We are literally a nation on wheels with buses, cars, trucks and tractors playing a vital part, directly and indirectly, in our daily lives.

Engines turn and wheels roll. Spark plugs are a vital factor in keeping these engines operating efficiently and economically. On sheer merit, Champion Spark Plugs have earned the preference of most users because, in a word, they are *dependable*.

FOLLOW THE EXPERTS

**DEMAND NEW
DEPENDABLE CHAMPIONS
FOR YOUR CAR**

Listen to the CHAMPION ROLL CALL . . . Harry Wismer's fast sportscast every Friday night, over the ABC network . . . CHAMPION SPARK PLUG COMPANY, TOLEDO 1, OHIO

BUBBLE CHAMPS CHEW BUB

—and parents approve this
laboratory-pure, foil-wrapped,
quality bubble gum!

Charles Peniston, crowned KING BUB in recent contest, says: "BUB gives you those big, championship bubbles that always win." And his father, Mr. Hal Peniston, says: "I'm glad Charles prefers BUB. I know it's made to the King's taste—both for *quality* and *purity*!"

BUB meets all Pure Food requirements! It's made entirely in the U.S.A.—under the most sanitary conditions!

BOWMAN GUM, Inc., Philadelphia, Pa.



Charles Peniston showing how he won the King BUB crown in recent contest.



for quality!
for purity!
for bigger,
better,
championship
bubbles!

Look for the Yellow Package with the Big Red Letters — and be the Queen BUB or King BUB in your neighborhood!

"Ma and Pa" Railroad CONTINUED



AT DELTA, PA. after a leisurely 3½-hour run, guests wait under a semaphore and listen to music as the train is switched around for the return trip.



AT THE DAY'S END Host Lucius Beebe, his big cigar frayed and his face perspiring, begins to show fatigue from lifting heavy jeroboams in the hot sun.



Frank Medico pipes have the replaceable filter that

- absorbs juices
- collects flakes and slugs
- reduces tongue bite

Only these patented filters have the 66 baffles that whirl smoke cleaner and cooler into your mouth. Replace filter when discolored.

Frank Medico V.F.Q. (Very Fine Quality) Bowls of rich-grained beauty. Wide variety of shapes. With 10 filters. . . . \$2

Frank Medico Standard Quality, still . . . \$1

S. M. FRANK & CO., INC., NEW YORK 22



Lakeland
SPORTSWEAR
protects you handsomely

The "North Bay"

Here's what they call a *coat* in the North Country. Famous Piedmont gabardine, Cravenetted to shed rain and snow. Laskinlamb collar, lambskin lining, red wool bottom — a world of warmth. Men's and boys' sizes. See your Lakeland dealer — or write for his name.

Lakeland Mfg. Co. • Sheboygan, Wis.



Your ticket to Low-Cost Luxury

THE GREAT ALL NEW Pacemaker

CHICAGO • NEW YORK	
ONE WAY	ROUND TRIP
\$22⁷⁵ (plus tax)	\$34⁶⁰ (plus tax)
LOW COACH FARE includes reserved seat, use of Lounge Cars and smart Diner.	

Soon, your *Pacemaker* ticket will mean more than ever in low-cost luxury. For this famous New York Central coach streamliner will have an exciting transformation.

Yes, the *Pacemaker* will be gleamingly, luxuriously new from end to end. And as always, it will be yours from end to end at New York Central's regular low coach fares.

As always, too, the *Pacemaker* will streak nightly over the Water Level Route . . . linking New York and Chicago on a schedule almost as fast as the 20th Century Limited.

And the *Pacemaker* is not alone! For, today, all over New York Central, world's largest new coach fleet gives you air-conditioned travel that's *fare*-conditioned, too!



New Custom-Built Coaches!

Air-conditioned, with deep, lean-back seats, wide windows, fluorescent lights, and many another luxury that 5,000 Central passengers said they wanted.



New "King Size" Dining Cars!

Each so spacious it needs a separate kitchen car to prepare those delicious meals which you select from the *Pacemaker's* special money-saving menu.

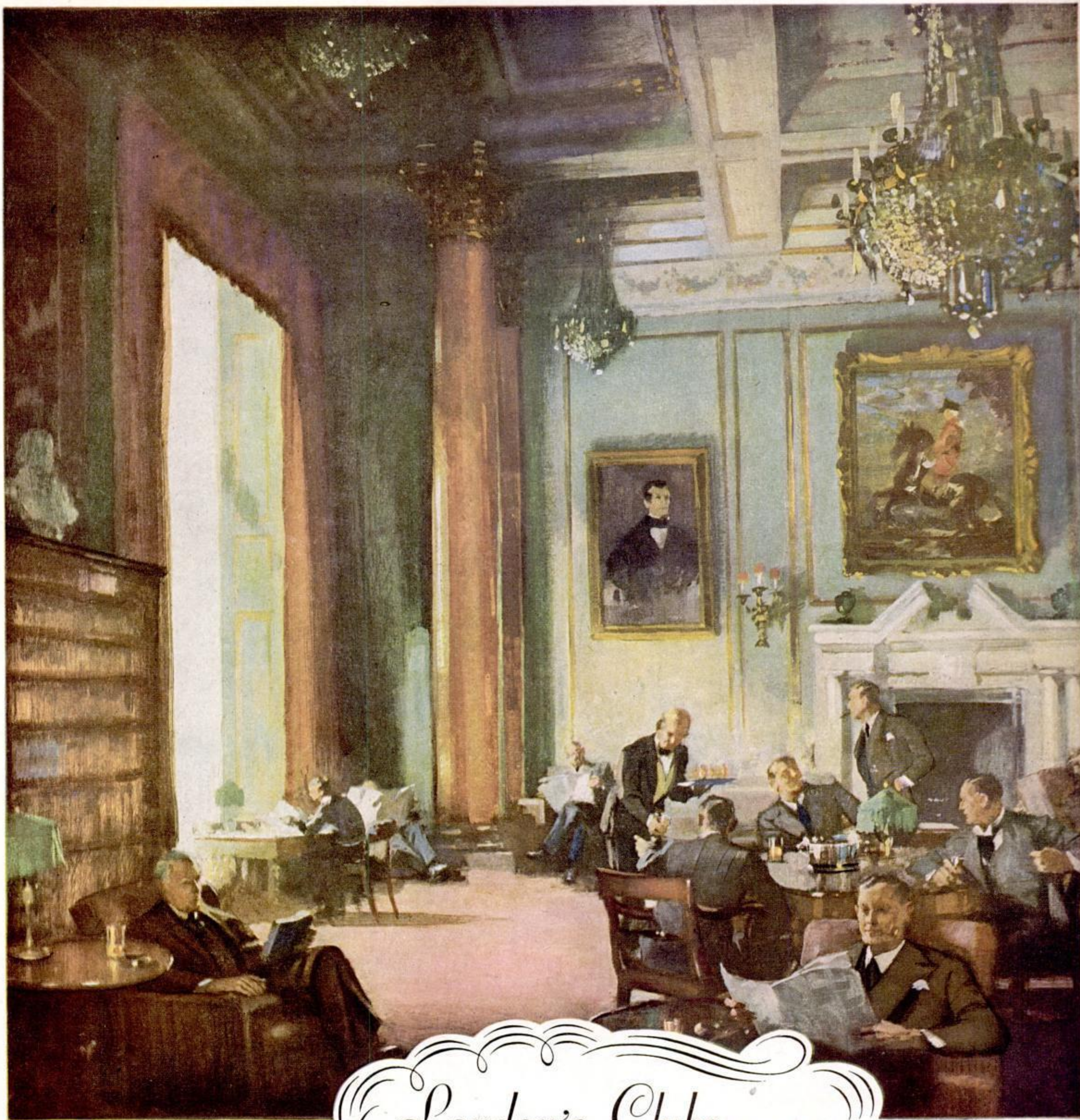


New Luxury Lounge Cars!

Both a Tavern Lounge and an Observation Car will be yours for a change of scene . . . music, refreshments, a quiet game or chat on the all-coach *Pacemaker*.

NEW NEW YORK CENTRAL
The Scenic Water Level Route





London's Clubs,

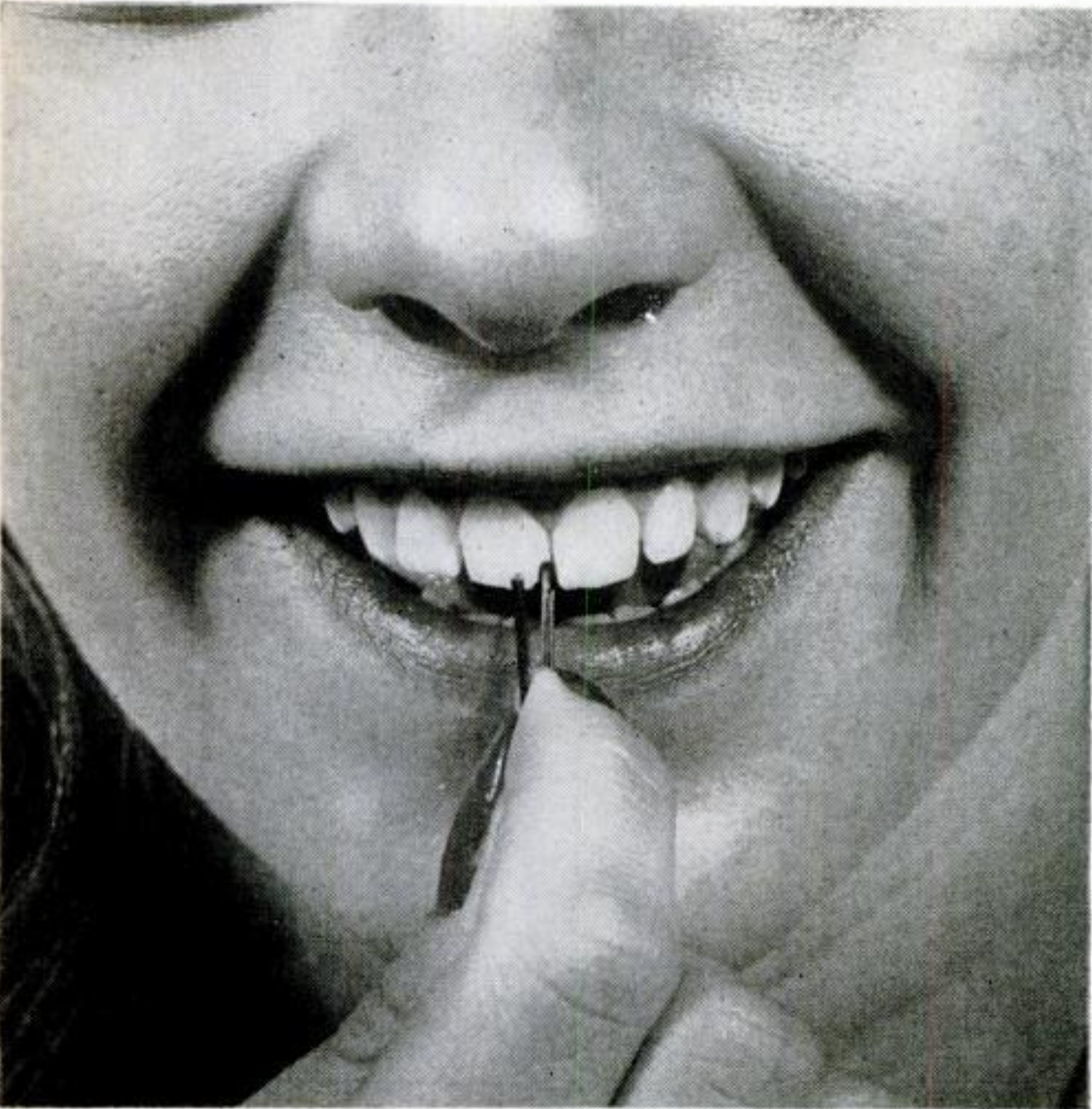
literary, political, social, are the inner circles from which British opinion spreads and widens. They are arbiters and custodians of what is the right thing to do, from the choice of the tactful moment to the choice of a suitable drink.

In the quiet of a stately club White Horse whisky is at home. It, too, is dedicated to the fulfillment of more gracious living. It, too, has the dignity of traditions long and carefully guarded. It, too, is the suave result of careful selection and rigid exclusion. So it is that White Horse enjoys the esteem of men who themselves represent and set the standards of taste and good judgment.



WHITE HORSE
BLENDED SCOTCH WHISKY

86.8 Proof. Browne-Vintners Co. Inc., New York, N. Y. Sole Distributors.



CAUSE of notched teeth which mar smiles of so many American women is bad habit of opening bobby pins on upper incisor, as shown in above picture.

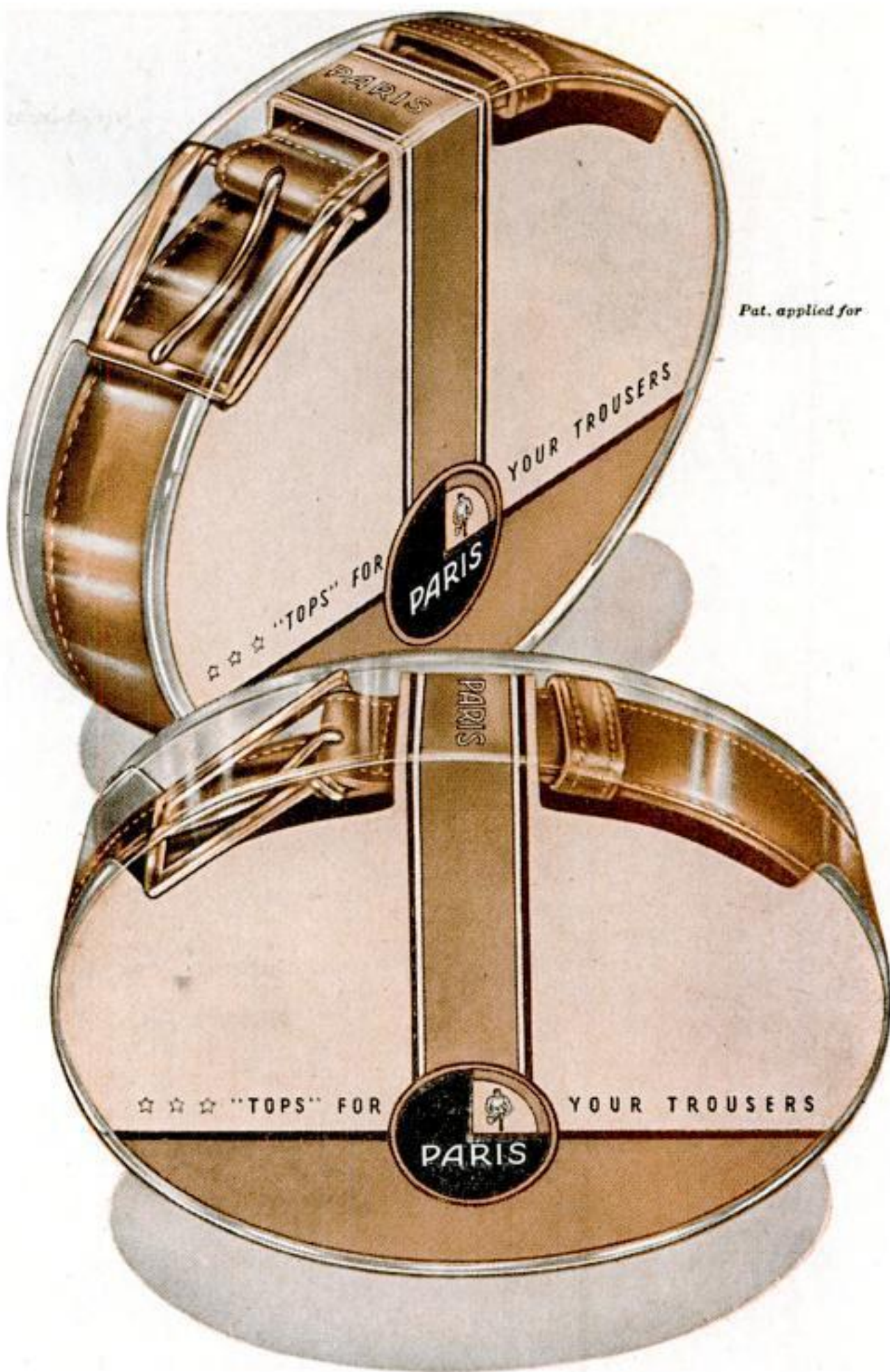
BOBBY-PIN TEETH

Dentists discover high cost of a coiffure

For the past decade dentists have noticed the appearance of unsightly notches in the upper front teeth of many of their feminine patients. Some dentists may have figured out the reason before this, but it has remained for Dr. Walter Cogswell of Colorado Springs, Colo. to do something about it. After watching one of his patients open a bobby pin with her tooth, he placed the pin under a microscope. Examination showed saw-tooth edges capable of scratching the tooth enamel. With this evidence Dr. Cogswell, his father and two brothers, also dentists, studied the hair-setting habits of hundreds of Colorado women. The theory that bobby pins caused the telltale notches proved correct in 60 percent of the cases. Alarmed at this threat to beauty, the Doctors Cogswell have devised a plastic device called "Bobopen" (*next page*). The Bobopen can be held between the teeth and has a notch already there.



EFFECT of the bobby-pin habit is often severe damage to tooth structure. In the above case a porcelain crown is needed to prevent further notching.



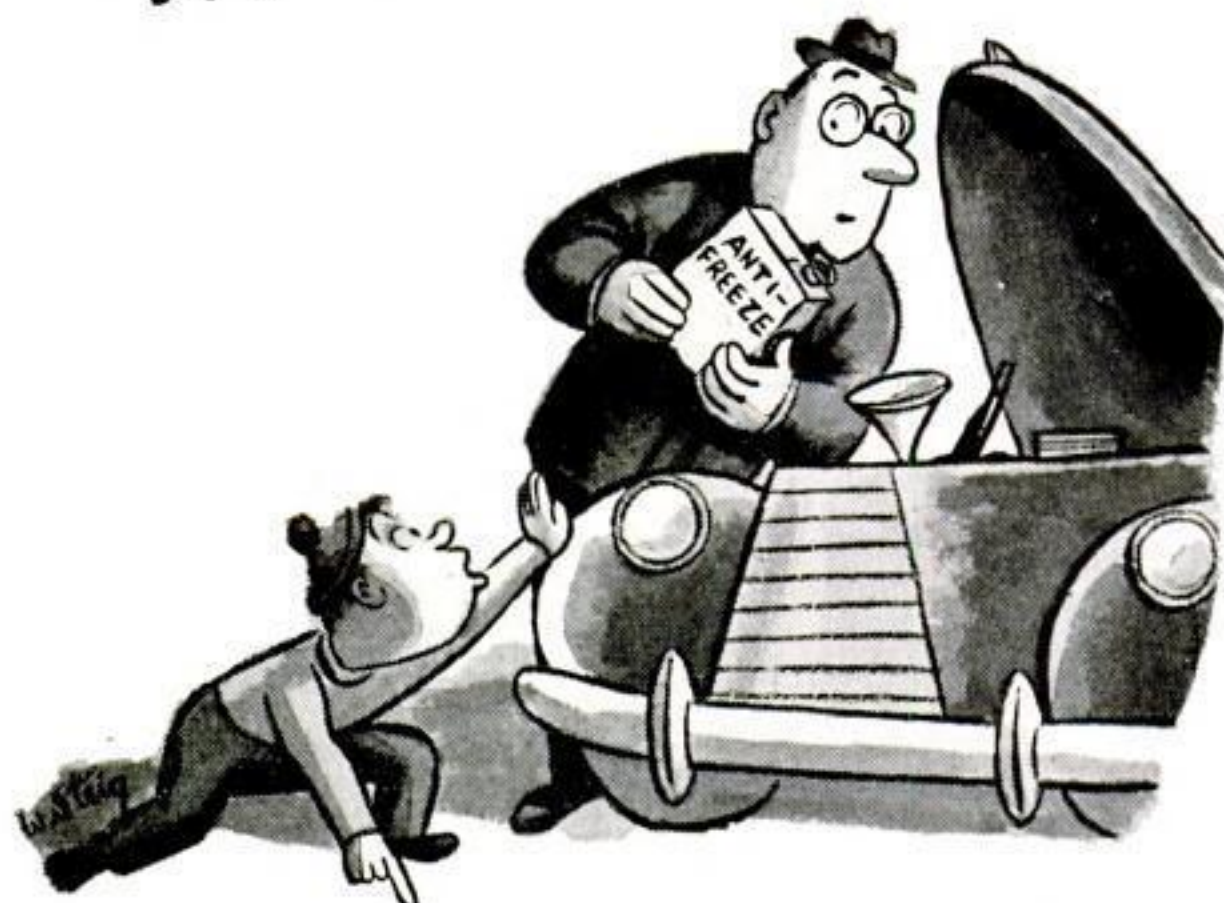
Look for the *Oval* package
The sign of the world's Best Belt



It's as modern as tomorrow—this new oval "PARIS"* Belt Package . . . it is your guarantee that your belt is perfect when you get it. Did you ever look at a belt taken from an ordinary oblong package? It has the "bends". Squeezed in the package, the leather fibers may be stretched—sometimes cracked and broken. This can't happen to your "Paris" Belt in the new OVAL SEETHRU package. It is completely protected and properly coiled—no strain—no squeezing—no cracking . . . your belt is as perfect as the day it left the craftsman's bench and stays that way until you wear it. Accept no other—demand a "Paris" Belt in the new, protecting oval package. Many smart styles—popularly priced \$1.50 and up.

*Reg. U. S. Pat. Off.—A product of A. Stein & Company, Chicago
PARIS BELTS ● GARTERS ● SUSPENDERS

*Before you put
in anti-freeze*



Clean out rust with
DU PONT Cooling System CLEANSER

Don't put anti-freeze into a rust-clogged radiator. Clean out the rust and scale *now* before winter sets in. Just pour a can of DU PONT COOLING SYSTEM CLEANSER into your radiator, run the engine 30 minutes or more, then drain. That's all! It cleans thoroughly without reverse flushing. It's safe, sure, dependable, and easy to use.



Then keep out rust with
DU PONT Acid and Rust INHIBITOR

After cleaning out the radiator, you can keep it free from rust all season by pouring in a can of DU PONT ACID AND RUST INHIBITOR. This neutralizes the acid and prevents damaging rust from forming.



Avoid leaks and loss of anti-freeze with
DU PONT Cooling System SEALER

You can stop leaks quickly and securely—and make the cooling system LEAK-PROOF—by pouring in DU PONT COOLING SYSTEM SEALER. It will not clog the radiator.

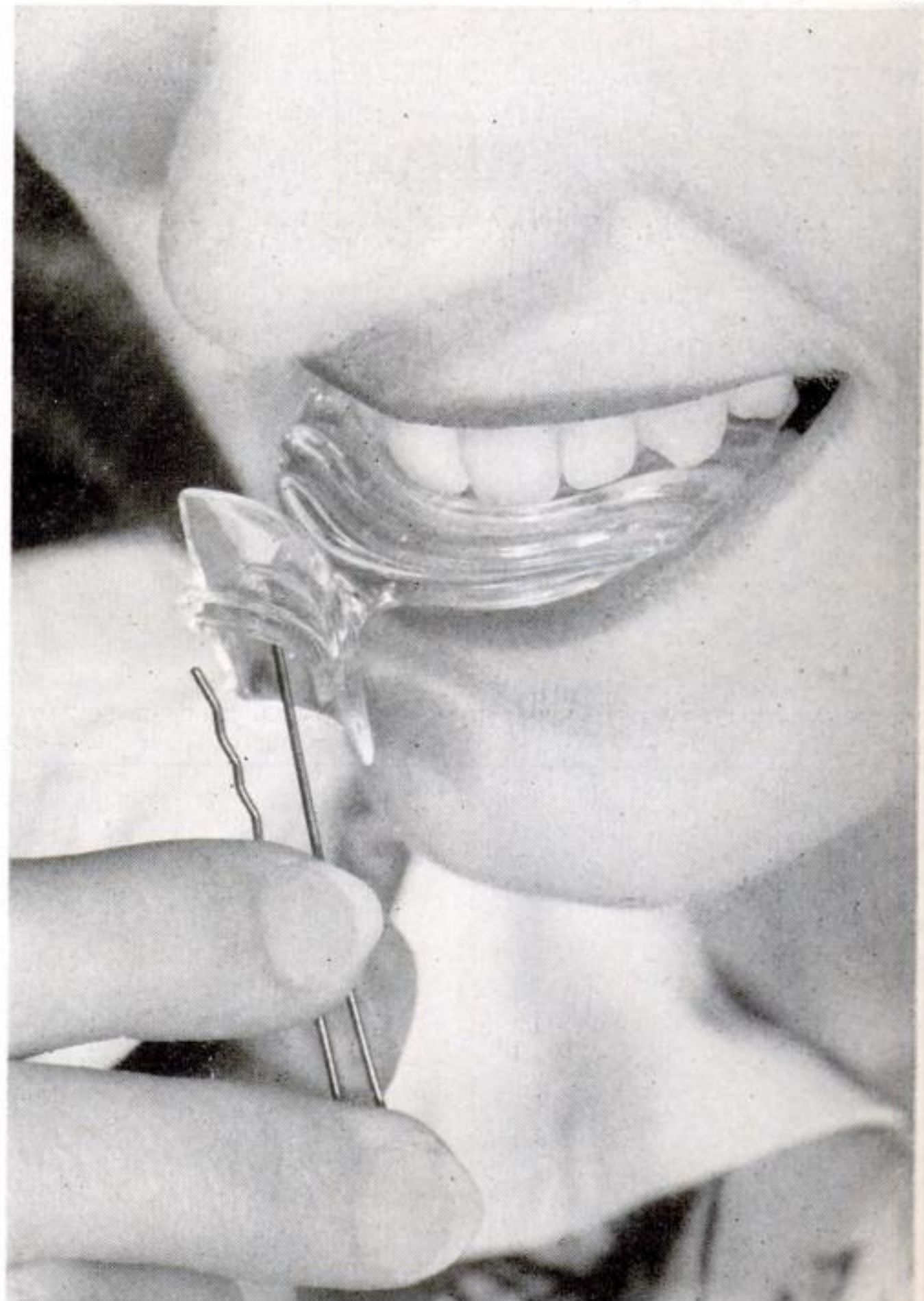


BETTER THINGS FOR BETTER LIVING
... THROUGH CHEMISTRY

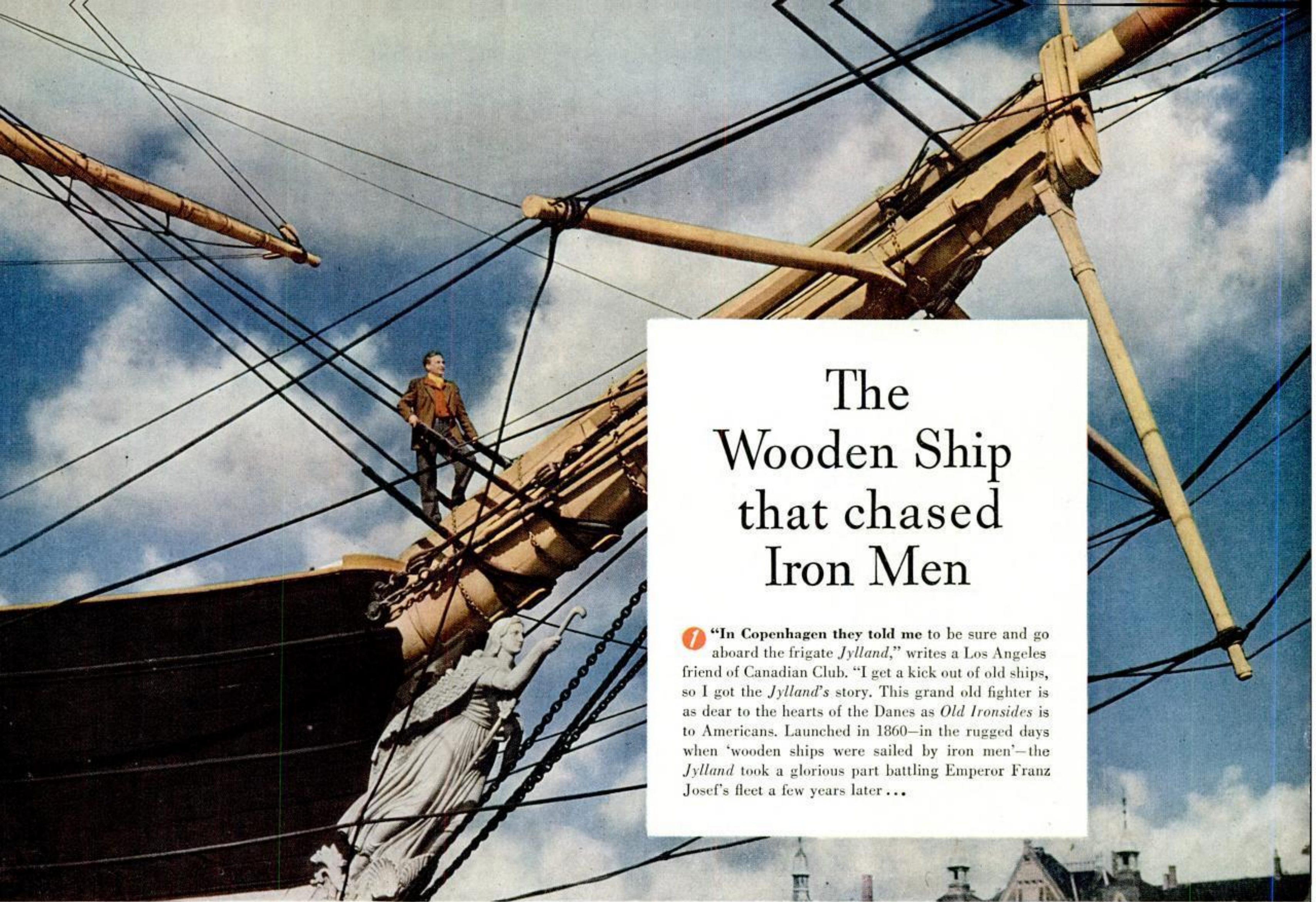
Bobby-pin Teeth CONTINUED



OPENING 69 PINS with her teeth at one sitting, Jane Hansen of Denver sets her hair. This is somewhat above the U.S. average of 46 pins per setting.



BOBOPEN provides an artificial notch with which to open bobby pins. Many women may prefer damaged teeth to taking the trouble to use such a device.



The Wooden Ship that chased Iron Men

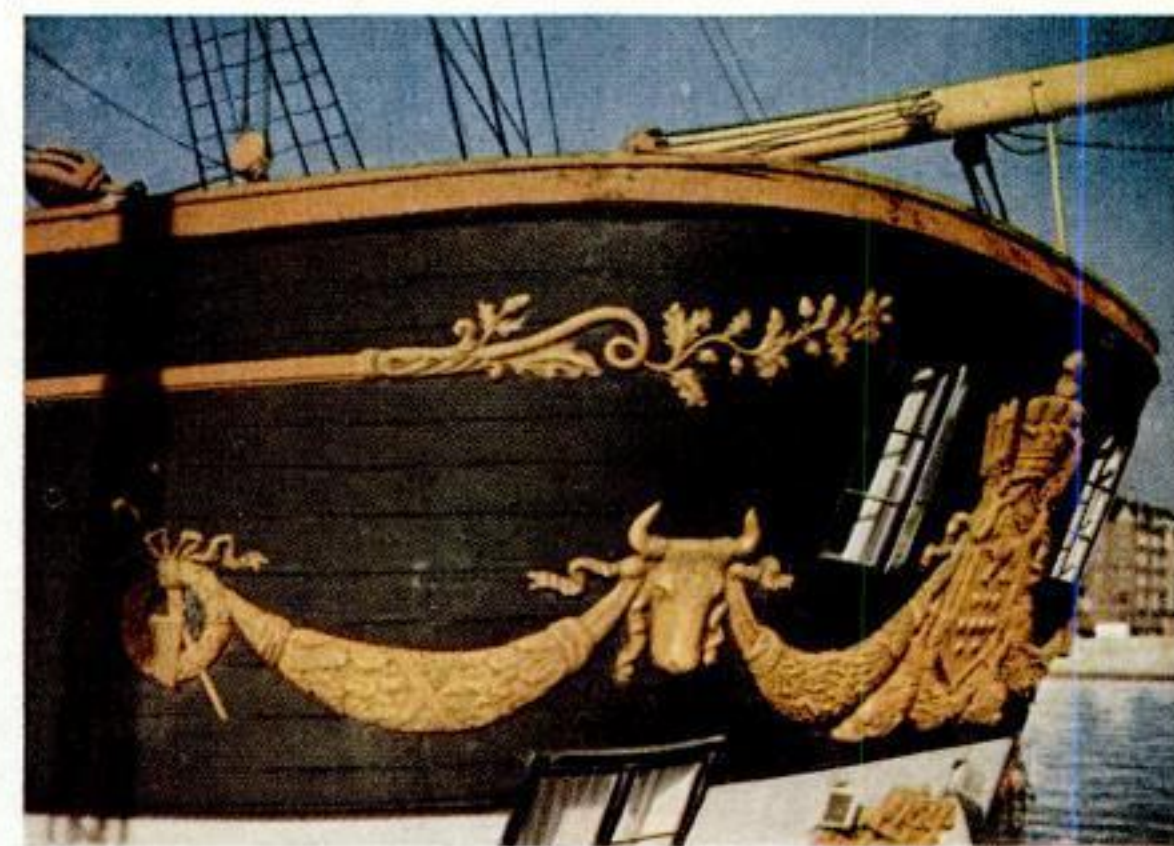
1 "In Copenhagen they told me to be sure and go aboard the frigate *Jylland*," writes a Los Angeles friend of Canadian Club. "I get a kick out of old ships, so I got the *Jylland's* story. This grand old fighter is as dear to the hearts of the Danes as *Old Ironsides* is to Americans. Launched in 1860—in the rugged days when 'wooden ships were sailed by iron men'—the *Jylland* took a glorious part battling Emperor Franz Josef's fleet a few years later ...



2 "The two squadrons came to grips about 7 miles off Helgoland. The battle raged for nearly three hours. Badly battered, Franz Josef's 'iron men' finally broke away from the hard-hitting Danes and fled to the safety of English waters.



3 "183 feet tall—from waterline to mainmast top—the *Jylland* was a stately and regal ship. And she carried a proud and able crew. No crewman was considered worthy until he had shinnied way up to pat the tiny ball which crowned the flagstaff of the main topgallant mast.



4 "This brave ship has more than its dramatic history to recommend it to the traveler. For it is as rich in beauty as any frigate I've seen. Its figurehead is a work of art and on its hull are exquisite hand-carved designs.



5 "Lying nearby is another ship—the *Tialfe*—which now serves as Copenhagen's yacht club. The former yacht club building was completely destroyed by bombs during the war. The best sailors from this great sailing nation gather here. And they appreciate the best, too. I saw Canadian Club Whisky on many of the other tables as well as our own."

6 "All over the world," write travelers, "we find Canadian Club." Why this worldwide popularity? Canadian Club is *light* as scotch, *rich* as rye, *satisfying* as bourbon. You can stay with it all evening...in cocktails before dinner and tall ones after. That's what made Canadian Club the largest-selling imported whisky in the United States.

IN 87 LANDS NO OTHER WHISKY TASTES LIKE

"Canadian Club"



Imported from Walkerville, Canada, by Hiram Walker & Sons Inc., Peoria, Ill. • Blended Canadian Whisky. 6 years old. 90.4 proof

Copyrighted material

"EXPERIENCE IS THE BEST TEACHER!"

Clear That Jump! "Pat" Hackett (in the saddle) has had years of *experience* in riding and training jumpers. She *knows* her cigarettes too (see below).

— in jumping a horse or choosing a cigarette,

says NOTED SPORTSWOMAN

"Pat" Hackett

The wartime cigarette shortage was a real experience. Of all the brands I smoked, CAMELS suit me best!

R. J. Reynolds Tobacco Company, Winston-Salem, N. C.

More people are smoking CAMELS than ever before!

Your "T-Zone" will tell you

...T for Taste...T for Throat... that's your proving ground for any cigarette. See if Camels don't suit your "T-Zone" to a "T."

● Not many women can match "Pat" Hackett's experience with horses, but millions can match her experience with *cigarettes*!

Remember the many brands you smoked during the wartime cigarette shortage?

Whether you intended to or not, you *compared* brand against brand...for Taste...for Throat. That's how millions learned from experience that there are big differences...in taste, mildness, coolness...in *quality*.

Try Camels. Compare them in your "T-Zone." Let your own Taste and Throat...your own *experience*...tell you why more people are smoking Camels than ever before!

According to a recent Nationwide survey:

MORE DOCTORS SMOKE CAMELS than any other cigarette

When 113,597 doctors from coast to coast—in every field of medicine—were asked by three independent research organizations to name the cigarette they smoked, more doctors named Camel than any other brand!

